

ANALYSIS OF VERBAL AND NON-VERBAL COMMUNICATION IN BARACK OBAMA'S FAREWELL ADDRESS SPEECH

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Abstract

This research discusses verbal and non-verbal communication in Barack Obama's farewell address speech. The aim was to find out verbal and nonverbal communication, kinds of verbal and nonverbal communication and how the verbal affects the non-verbal itself in Barack Obama's farewell address speech. The research was conducted using qualitative research methods. This study uses verbal theory from Adler and Rodman (2006) which divides verbal into two types, namely speech and writing, while he also uses non-verbal theory from Ruben and Stewart (2014) which groups non-verbal into five parts, namely: paralanguage, kinesics, haptics, proximity and chronemics. Kinesics refers to the body language used and facial expressions, Haptics refers to touch given such as shaking hands, etc., and Paralanguage refers to vocal or how to speak. Proxemics refers to how we interact with others; we usually talk more intimately with those who are closest to us. Two-way conversation or turns of speech are referred to as chronemics. However, in the last speech Barack Obama used only a few of the above types of non-verbal.

Keywords: Verbal, Non-verbal, Speech

INTRODUCTION

Communication is based on the Latin word communicate, which means "to share" or "to make common" (Pearson & Nelson, 2017). Pearson and Nelson (2017) add that communication is defined as the process of using messages to generate meaning, which is consistent with the root definition. In our daily lives, communication is important. Effective communication can aid in the resolution of problems in our professional lives as well as the improvement of our personal relationships. We have no control over communication. We participate in this activity.

Every day we use communication whether we realize it or not, whether we are talking or not, there are many forms of communication that a person applies in his life because communication appears in various contexts and situations. Furthermore, Pearson and Nelson (2017) explains that communication is all around us. You cannot avoid communication, and you will communicate almost every minute of every day of your life. Communication is important in almost every aspect of your life. When we say that communication is a process, we mean that we cannot look at a single communication behavior and fully comprehend what is going on. People want to provide messages that have a common meaning. The goal is to comprehend the message. There are both verbal and nonverbal symbols, signs, and behaviors in the message. Send us a message if you see someone else smiling. When the radio host selects a language to emphasize the gravity of recent events, she composes a message. Public speakers can spend days picking the right words and looking at their body movements, gestures, facial expressions.

According to Judith and Pine (2018), French Sign Language inspired the development of American Sign Language (abbreviated as ASL). French Sign Language was introduced to the United States by Thomas Garode, a Yale University graduate, and Laurent Clerc, a graduate of the Paris Deaf School. Gallaudet and Clerques collaborated to create a new American system of French Sign Language. Gallaudet and Clerc began teaching the system to students at the American Asylum in Hartford, Connecticut, the country's first deaf school. It was originally known as old sign language, but it is now known as American Sign

Language. Because it is based on French Sign Language, American Sign Language differs greatly from British Sign Language (and perhaps because it also contains some elements from indigenous sign language). The letters are different, the grammar base is different, and the two languages are incomprehensible to each other. It can be said that American Sign Language and British Sign Language are as different as spoken English as spoken Japanese.

Old signed English was actively taught in American schools for hearing-impaired students throughout the 19th century. However, by the late 18th century, educators began to shift their focus from signing to a "verbal" approach, claiming that lip reading and finger-spelling would enable hearing-impaired people to communicate more effectively with hearing-impaired people in the United States. I did. By the early 1900s, oral methods were the main method of teaching hearing-impaired students, as more and more schools began to switch to the new oral method. However, hearing-impaired people have kept ASL alive as an informal means of communication with each other. Deaf children learned ASL from birth. Other children learned it from the hearing impaired in boarding school. For almost 100 years, ASL-savvy hearing-impaired students needed to develop bilingual abilities to function in the hearing world before Stokoe's research began to turn around. In general, they used ASL to manually code English, lip reading, and finger letters in the school and listening world (Judith and Pine, 2018).

According to Littlejohn and Oetzel (2017), communication is your daily practice which is inextricably linked to all aspects of human life, and it is easy to overlook its dissemination, importance, and complexities. Communication with others and messages from people we don't even know influence every aspect of our daily lives—people near and far, living and dead. Communication has been systematically studied for a long time, in the 20th century, it became a particularly important topic. This advancement, according to Barnett Pearce, is revolutionary, including anything to the introduction of communication technologies (radio, video, telephone, satellite and computer networks, etc). Along with industrialization and large corporations, there is also global politics: "New communication technologies enable communicators to travel faster, farther, and with less effort than ever before". Speak, write, and listen. Obviously, communication has become as important in our time as communication studies.

Every language is an archive of thousands of individual artifacts from the past (Ehret 2011). These artifacts are linguistic words, each language contains all the vocabulary needed to express any knowledge, experience, or cultural practice pursued by different members of the language-speaking society. The testimony of the history of language is a democratic resource. Although it is usually not possible to identify an individual person in history, it provides a powerful toolbox for investigating the past developments of communities and society as a whole, useful for long-term historical research. Because the linguistic reconstruction of history does not allow accurate dating, its date is directly related to the long-term trends in human development and the full range of cultural elements that make up a sustainable trajectory.

There are two types of communication, according to social skill center.com: verbal and nonverbal. Through verbal communication, People express their thoughts, opinions, and emotions through spoken or written language. Nonverbal communication, on the other hand, employs other methods such as body language, which includes facial gestures, body language, and other characteristics.

To do this research, the researchers had sought reference with some previous research relevant to my due research which is non-verbal communication. The first one

is "Non-Verbal Communication in Instant Messaging" by Michael D. Plumb, 2013. The second one is "Inter-Cultural Non-Verbal Communication Strategies in Indonesia and Thailand Student's Interaction" by Baso Muammar, 2015. The last one is "Penerapan Metode Komunikasi Non-Verbal Yang Dilakukan Guru Pada Anak-Anak Autis Di Yayasan Pelita Bunda Therapy Center Samarinda" by Prisca Oktavia Della, 2014.

Based on the background above, the research formulates as follows:

1. What kinds of verbal and non-verbal communication are used in Barack Obama's farewell address speech?
2. What are the dominants of non-verbal communication used in Barack Obama's farewell address speech?

Communication

According to Cangara (2012), the many disciplines that have contributed to the development of communication science includes disciplines such as psychology, sociology, anthropology, political science, management science, linguistics, mathematics, electronics science, and so on, are responsible for the various understandings of communication, (Sukardi Weda, 2022).

Non-Verbal Communication

According to Ottenheimer and Pine (2017), nonverbal communication is the process of conveying information without using spoken or sign language. Nonverbal communication, also known as "body language," is a category with slightly hazy boundaries. This typically includes facial expressions, gestures, gazes, and postures, but it can also include ways of communicating through the environment. Hairstyles, clothing, shoes, jewelry, cosmetics, and other communication aids may also be included, (wallets, briefcases, backpacks, etc).

The "fact" that 93 percent of our communication is non-language is not really true. This figure was derived from one study conducted in the late 1960s by Albert Mehrabian. He examined a particular experimental situation that drew words with different intonation and body language gauges. Then he placed a judge to show what the person really means. The judgment tends with what the body language reflects at 55%, and the speech reflects 38 percent of the time, and the words spoken by that person reflect only 7 percent of the time. Therefore, 55 percent and 38 percent 93 percent of the time, people decided to believe in a non-language beyond linguistic information. Melavian never said that all communication was 93 percent nonverbal (Frank, 2016).

Non-verbal communication divided into several types such as, Paralanguage, Kinesics, Haptics, Proximity and Chronemics (Ruben and Stewart, 2014).

Paralanguage

One part of paralanguage is vocalic- auditory messages that are created in the speech process (how to speak). How someone realizes the tone of voice, tone of speech, loud or soft voice, speed of speech, and intonation. The non-verbal communication types we've mentioned thus far are nonverbal, however some non - verbal communication is vocal (noise is produced). The manner in which we pronounce words frequently conveys more meaning than the words itself. Two examples are sarcasm and incongruence. (Ruben and Stewart, 2014).

Kinesics

The study of body movement and facial expressions is known as kinesics. We decode a lot of meaning from body language, expressions on people's faces, and eye contact. Many

people think they can easily understand others' body language and facial expressions, (Ruben and Stewart, 2014).

Haptics

The study of touch is known as haptics. The first nonverbal communication experience is touch, which we have as humans, and it is critical to our development and health (Dolin & Booth-Butterfield; Wilson, et al.). Those who do not receive positive touch in their lives are less healthy, both mentally and physically, than those who do. Emmert and Donaghy believe that haptics, or touch or body contact, is the best way to communicate personal attitudes, both positive and negative.

Proxemics

Proxemics is the study of how our use of space affects how we interact with others. It also demonstrates our interpersonal relationships with those around us (May). Edward Hall defined four types of space that Americans use to form and maintain relationships. Intimate space is defined as space ranging from touch to eighteen inches. Distance is a way for people involved in a communication act to feel and use space. We share intimate space with those we care about (family members, close friends, and intimate partners) (Ruben and Stewart, 2014).

Chronemics

The application of time and timing (chronemics). At two levels of analysis, time plays a role in interaction: (1) micro and (2) marco. The rate at which we speak, as well as the number and extent of pauses and interruptions, our 'talk-to-silence' ratio, and our patterns of conversational turn talking are all micro conversational time use characteristics. Meanwhile, the marco level represents our more general decision to engage in conversation at a specific time. The decisions we make about when to speak and when to be silent, when we have said too much and when too little, when to 'speak our piece', and when to 'keep it to ourselves' are some of the most critical decisions we, and other, make relative to communication (Ruben and Stewart, 2014).

Verbal Communication

According to Krauss (2012), verbal communication is the message expressed through words or spoken language that conveys meaning. Verbal communication is one part of communication. As far as I am concerned verbal communication is a communication carried out using words both orally and in writing. We can communicate directly with our interlocutor or through telephones and letters.

Adler and Rodman (2006), between oral communication (the act of communicating through the mouth) and verbal communication (the act of communicating through the use of words) written communication.

Oral Communication

The process of conveying or receiving messages through the use of spoken words is known as oral communication. Because of the rapid transmission of information and prompt response, this mode of communication is often used around the world.

Oral communication can take the form of direct conversation between two or more people, such as face-to-face communication, lectures, meetings, seminars, group discussions, conferences, and so on, or indirect communication, which uses a medium to exchange information, such as telephonic conversation, video call, voice call, and so on.

Written Communication

Written communication is defined as communication in which the message is transmitted in written or printed form. It is the most dependable mode of communication, and its formal and sophisticated nature makes it highly preferred in the business world. Letters, e-mails, journals, magazines, newspapers, text messages, reports, and other forms of written communication are all available.

METHOD

According to Bhadari (2020), qualitative research entails gathering and analyzing non-numerical data (e.g., text, video, or audio) in order to understand concepts, opinions, or experiences. In the humanities and social sciences, qualitative research is commonly used.

The collecting data was collected in following ways: the researchers watched the video from YouTube on the NBC youtube account, the researchers took notes from the video and analyzed the data, the researchers classified them into any non-verbal communication and the researchers made a conclusion from the date that has been taken.

The technique of analyzing data in Barack Obama's farewell address speech used three steps such as: data condensation, data display and conclusion drawing.

FINDINGS AND DISCUSSION

Non-Verbal Communication

Paralanguage

Paralanguage is vocalics- auditory messages that are created in the speech process (how to speak). How is the tone of speech, tone of voice, loud or weak voice, speed of speech & intonation (Ruben and Stewart, 2014).

Extract 1:



*Audience: Four more years! Four more years! Four more years.
The President: I can't do that. (03.10)*

In the above sentence Obama responded to audience while raising his hand as if to signify no, and saying 'I can't do that' with a smile indicating that he politely declined, but the audience still cheered with the same sentence with a loud voice, Obama just smiled in response to him, he felt good because of the America people who still wanted him to continue his term. He also paused his speech for a few seconds while the audience cheered.

Extract 2:



So if we're going to be serious about race going forward, we need to uphold laws against discrimination in hiring, and in housing, and in education, and in the criminal justice system. (Applause) (18.38)

Here Barack Obama mentioned about race, as we all know that racial differences are still one thing that is often discussed in America. The distinction between whites and blacks has always been a matter of debate and discrimination that still occurs in some places. As we all know that there used to be slavery in black people. With Obama's election as America's president, it proves to whites who often look down on black people that they can too in every way. Here Obama emphasized out that we need to enforce the law against discrimination if they (the whole America) take this racial issue seriously Obama also argued for what benefits America will get in the future if it pays more attention to this racial issue.

Extract 3:



Malia and Sasha, under the strangest of circumstances, you have become two amazing young women. You are smart and you are beautiful, but more importantly, you are kind and you are thoughtful and you are full of passion. (Applause.) You wore the burden of years in the spotlight so easily. Of all that I've done in my life, I am most proud to be your dad. (Applause) (44.54)

The above sentence expressed his pride in being a father of two very beautiful daughters. In his opinion, he also praises the kindness and intelligence possessed by his daughters. When Obama said this, he focused his gaze on his two daughters, implying that his message was intended for both, and he also kept staring at his daughters while saying it, as well as several times softly pointing at both daughters.

Kinesics

Kinesics is the study of how we use body movement and facial expressions. We interpret a great deal of meaning through body movement, facial expressions, and eye contact (Ruben and Stewart, 2014).

Extract 4:



It's good to be home! (Applause) (00.16)

According to the extract above, he said "home of his own," implying that Obama considers America to be his home. A home that can be interpreted as the most comfortable and safe place we have, given that Obama is a person of African descent who lives and is accepted by the majority of White Americans (He said that sentence while nodding his head and smiling which meant that he agreed to what was said and he was happy about it, therefore he smiled).

Extract 5:



This is where I learned that change only happens when ordinary people get involved and they get engaged, and they come together to demand it. (03.29)

The extract above showed when Obama said that by working together, we can make a difference, and the changes that have occurred today are the result of the cooperation of the entire American people, the most significant change is the equality between whites and blacks that has been done by most Americans, this has greatly impacted discrimination, which is also starting to decrease, although there are still some factors that cause this to occur. (He spoke while opening his palms, this is intended to build public trust and it can also be interpreted that nothing is covered from the public).

Extract 6:



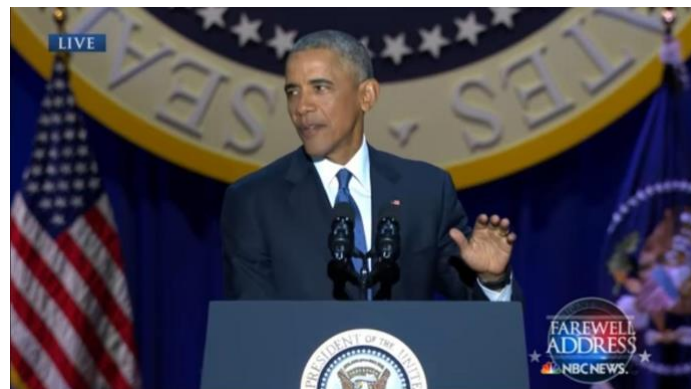
Michelle (applause) Michelle LaVaughn Robinson, girl of the South Side (applause) for the past 25 years, you have not only been my wife and mother of my children, you have been my best friend. (Applause.) You took on a role you didn't ask for and you made it your own, with grace and with grit and with style and good humor. (Applause.) You made the White House a place that belongs to everybody. (Applause.) And the new generation sets its sights higher because it has you as a role model. (Applause.) So you have made me proud. And you have made the country proud. (Applause) (42.42)

Here Barack Obama mentioned Michelle, his wife, to be one of the most influential people in his life. He expressed his pride in his wife and he also said that this country, the society of America is proud of her because she is a role model. Obama said this by looking at Michelle and pointing at her and saying it with all his heart, it was evident when he wiped away his tears when he spoke. Here Obama also used a type of non-verbal kinesics to express his love for his wife, this is even more obvious when he wipes his tears shed.

Chronemics

Chronemics is the role of time in communication. It is one of several subcategories to emerge from the study of nonverbal communication

Extract 7:



You can tell that I'm a lame duck because nobody is following instructions. (Laughter.) Everybody have a seat. (Applause). (01.02)

The extract above showed Barack Obama saying, 'You can tell I'm a lame duck,' implying that he is no longer a leader of a nation, and then going on to say, 'because nobody is following instructions.' This sentence is still relevant to the previous sentence in which he felt he had lost and no one else wanted to follow his instructions because he was no longer president; attendees laughed as Barack Obama said so by dramatizing the situation. (When he said lame duck, he repeated the word you several times because the

audience was still cheering and applauding him, then he raised his palm as a sign to the audience to quiet down for a moment before returning to what he was going to say. When he continued his sentence and said 'everybody has a seat' he also gave a gesture of swinging his hand down which can be interpreted as sitting).

Verbal Communication

Oral Communication

Here Obama made his farewell speech and used oral communication to convey the information he wanted to convey to the audience who came. From the very beginning of his speech Obama spoke directly in front of the audience, greeted, and delivered his ideas. When Obama speaks, we see him use one type of verbal communication.

When Obama spoke, he did not only issue a voice but was followed by a form of nonverbal communication, showing that every time we talk or have a conversation, we must directly use both forms of verbal and nonverbal communication, whether we realize it or not.

Discussion

Communication is a means for us to obtain information; it is also our liaison with others; through communication, we establish relationships; and through communication, we can cooperate, among other things. According to Mulyana (2017), in everyday life, humans have been inseparable from communication. Communication can be very helpful in helping people with different types of activities. In addition, in the field of education, especially in the field of learning, effective communication is needed between teachers and students, students and teachers, and students and students.

In general, communication is divided into two parts, verbal communication and non-verbal communication. As far as I know, verbal communication is communication done through the use of the voice or speaking, but there is also communication that does not use the voice, such as writing. While non-verbal communication is a communication that does not use voice directly otherwise provide cues such as gestures and intonation in speech etc.

The two things that I mentioned above are related to each other. Nonverbal is related to verbal, and vice versa. According to Krauss (2012), verbal communication is the message conveyed through words or spoken language. According to Manusov and Patterson (2006), nonverbal communication is the process of sending and receiving information in social settings through appearance, objects, the environment, and behavior.

Non-verbal communication is one type of communication. Nonverbal communication is also known as sign language. (Ottenheimer and Pine, 2017), But keep in mind that non-verbal it has several forms. As stated by Ruben and Stewart (2015), they divided non-verbal into five kinds: Paralanguage, Kinesics, Haptics, Proxemics, Chronemics. Among all the types mentioned earlier in this farewell address speech Barack Obama only used some part of it to support the purpose of what he wanted to convey.

In this speech Obama used oral communication as his verbal communication based on Adler and Rodman (2006) theory and only used three of the five types of non-verbal divided by Ruben and Stewart theory, the three types used are paralanguage, kinesics and chronemics. We can see the use of paralanguage types in extract numbers 1 to 6. Here Obama said a lot of things that he and the American people have done to the changes that

occur, among which he said is, he touched on racial differences that occur, and is one of the most sensitive things.

When Obama alludes to racism, he utters his sentences with firmness and precise intonation, this exposes us to a non-verbal use of a type of paralanguage. Paralanguage is vocalic-auditory messages that are created in the speech process (how to speak). How is the tone of speech, tone of voice, loud or weak voice, speed of speech & intonation (Ruben and Stewart, 2014).

As we know this racial difference causes a lot of debate, where there are acts of discrimination against black people, oppression carried out, and several other things that happen. He also touched on the discrimination that occurred in America, how Americans view Islam, how Americans think Islam is terrorist, and discrimination that occurred after 9/11 or commonly called the tragedy of nine eleven.

Furthermore, He used kinesics on extracts number 7 to 18. It is the type of non-verbal the most used by Obama because, he expresses everything when he spoke, his body language when conveying a message that wants to be conveyed to the audience, he moves his hands pointing directly at the audience, his facial expression when conveying his heart as a greeting to his wife and other gestures. Kinesics is the study of how we use body movement and facial expressions. We interpret a great deal of meaning through body movement, facial expressions, and eye contact (Ruben and Stewart, 2014).

Finally, he used chronemics in his speech, in some parts when he spoke and what he delivered received a very good response from the audience, such as the audience applauding enthusiastically as a form of support for what Obama said. Obama will automatically pause his speech for a few seconds until the audiences are silent again. Likewise, when Obama delivered an important thing according to him, he would pause his speech for a few seconds so that what was conveyed could be conveyed clearly to the audience. According to Ruben and Stewart (2014), the role of time in communication is referred to as chronemics. It is one of several subcategories that have emerged from research into nonverbal communication.

CONCLUSION

After analyzing the data completely, it can be concluded that when delivering his speech Obama used oral communication as his verbal communication to convey his speech and also used a lot of non-verbal communication. From this analysis there are three kinds of non-verbal communication used in Barack Obama's farewell address speech by Ruben and Stewart theory, namely; Paralanguage, Kinesics, Chronemics.

In analyzing the non-verbal used in Barack Obama's farewell address speech, researchers used the theory of Ruben and Stewart (2014). In Obama's farewell speech he almost used all the theories put forward by Ruben and Stewart but of all that is used there are only a few that are most often used in almost every Obama speech.

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