Inaugural Speech as a Part of Political Discourse:

South Korea Case

A Research Proposal Presented to

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by

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Abstract

**Purpose:** The present study aims to analyze the inaugural speeches of South Korean presidents in order to find and show specific concepts and aspects of Korean political communication by implementation political texts analysis scheme of David C. Williams (2012). **Research gap:** There are a lot of researches, dedicated to both political communication style and its’ features and Korean language structure, but still, there’s an extreme lack of awareness on Korean political communication. The study covers this question and presents clear examples, while using the data from previous researches (Anikina, V.V. (2012); Geis, M.L. (1987) etc.). **Method:** The method of political text analysis showed by David C. Williams (2012) will be implied while analyzing South Korean presidents’ inaugural speeches. **Expected outcome:** It is expected to point out specific and key features of Korean political communication concerning socio-political situation at the time of each inauguration and lexical content of each inaugural address.

*Keywords:* political communication, inaugural speech, South Korea, Republic of Korea, inaugural speech aspects
Introduction

Political discourse attracts attention of many scholars due to its unique features, such as emotional pattern of speech, appealing to the wide audience, manipulation of the audience’s feelings etc. Ivin (2004) defines the term “discourse” as complicated and widely used term in the field of linguistics which original meaning is “speech”, “discussion”, “reasoning”, and “communication”. Therefore, the “political discourse” can be described as the complex of speech acts used in the political communication, texts, appeals to the public etc.

Many articles dedicated as to the structure of the political discourse, manipulations tactics (Perel’gut, N.M. & Sukhotskaya, Y.B., 2013; Sagaidachnaya, E.N., 2007), as to the analysis of the concrete inaugural addresses and other political sort of communication (Danilova, Y.Y. & Golubeva, M.M., 2016). Scholars in the field of linguistic have become increasingly interested in the political discourse features and structure and in analysis of inaugural speech. Taking into consideration the rising popularity of Korean culture and language, many researchers directed their attention to the Korean language issues and unique particular qualities of its origin, structure, grammar etc. (Lee, E.V., 2012; Mihailova, M.V., 2008; Anikina, V.V.,2012).

However, there is still a lack of works dedicated to the analysis of special aspects of South Korean political discourse and inaugural addresses of the Korean presidents, also, no study has been reported about the concrete characteristics and features of South Korean political discourse on the basis of analyzed inaugural speeches of Korean presidents. So, the present study aims to fill this gap in order to present more clear, integrated and in-depth view on the overall inaugural speech and political discourse specific characteristics in South Korea.

Such kind of studies can show the structure of the language and its’ special patterns, as well as main values of the society and political and historical background. Thus, there have been a need to make a specific research which aims to consider in-depth the structure and
unique characteristics of political discourse in the South Korea. Hence, the topic of my present work is important due to such reasons as: 1) arising interest to the structure of Korean language, its’ essential and unique characteristics; 2) interest of Russian scholars to the different types of communication in Korean language and its’ features; 3) interest to the political situation in the Republic of Korea due to the latest political events and scandals in the South Korea; consequently, arising interest to the Korean political texts and political media as the source of political and historical data, as well as the source for analysis of linguistic features.

My research has three stages. Firstly, the political discourse and inaugural speech theory will be analyzed in order to present needed basis for the next part. Then, inaugural speeches of mentioned presidents of South Korea will be analyzed. Historical and cultural background and how they reflect in inaugural addresses also will be examined. Due to political situation in South Korea, it appears to be interesting to analyze as well three Park Geun-hye president’s addresses. It will be the third stage of my research. Finally, I will point out main features and characteristics of Korean political discourse and provide an explanation to their origin in the context of Korean language, culture and historical background of each address.

The findings may contribute not only to the Korean political discourse and its’ comprehension, but also to the comprehension of Korean political culture. The study may shed a powerful light on the structure of Korean political discourse and appears to be detailed enough to expand the understanding of Korean inaugural address as a part of political discourse.

**Literature Review**

Works mentioned below were used as a preliminary base for the research. This works appeared as a base for methods and key information on which the study was constructed.

Firstly, it is important to note the research of Shishkina L.N. in which she provide an analysis of metaphor role in case of Korean political speech. With purpose of making definitions clear, author determines the meaning of terms “political speech” and “metaphor”
and makes emphasis on the structure, functions and characteristics of each term. So, at the end of the first part of the research author concludes that the main function and aim of the political speech is gaining the power and retaining the power with the help of different lexical tools such as manipulation, metaphor and others. And, at the end of the second part, Shishkina L.N. points out that as far as metaphor plays the most significant role in delivering emotions of the speaker it also plays a critical role in manipulation within the frameworks of political discourse.

Then, basing on already presented material, Shishkina make an approach to determining the place and role of metaphor in Korean political discourse on the material of Park Geun-hye’s speech in National Assembly in February 2016. For providing a complex view the author firstly explains the overall Korean political culture and most common Korean political discourse features, and then, with reference to previously established facts, deeply analyses mentioned presidents’ speech using quotation. Finally, in the conclusion, the author summarizes that metaphor was widely used in mentioned Park Geun-hye speech as a tool of manipulation especially in case of stressing the need for South Koreans come together in front of North Korean danger, fight the fear of DPRK and their provocation.

The second research that was used in the study was made by David C. Williams, Marilyn J. Young and Michael K. Launer (2012): in their study a group of authors presented a scheme of overall approach to the analysis of political texts and inaugural speech as its part. For basic material of providing a clear example of inaugural speech analysis authors used inaugural address of Vladimir V. Putin (2012). Essential and needed part for the present research is the structure of critique analysis approach presented by the authors, which includes three stages: 1) analysis of political text (linguistic approach); 2) analysis of socio-politic situation in the country on the moment of inaugural speech pronouncement; 3) critical analysis of the political speech using data gathered on the two previous steps. The same approach used Sheigal E.I.
(2002) in her research dedicated to the analysis of functions of inaugural speech as a part of political discourse.

Lastly, one of the most important and basic research for our proper study is a brief research on the basis, structure and the most important points of Korean inaugural speech made by Ra Seok-Chon in 1998. Although the analysis were carried almost 20 years ago it did not lost its’ topicality. Author, basing on the preliminary analysis of the previous South Korean presidents’ inaugural addresses and, at the same time, on the official statistical data, represents the most essential parts of the Korean inaugural speech and points out several aspects that play the most important role in the comprehension of the inaugural speech by the audience, such as: emphasizing the importance of the foreign policy alliances for Korea (especially with the USA), importance for speaker to make a detailed notice about new political and economical course etc. The research allows to get a deeper knowledge of Korean political culture and inaugural speech comprehension process in case of South Korea.

**Methods**

The purpose of the study is to highlight specific linguistic characteristics (paying specific attention to the manipulative techniques) of an inaugural speech as a part of political discourse in the Republic of Korea. For the analysis will be used secondary data information, namely, articles and books related to the topic of the present research. Mentioned earlier research data will be proceeded through analysis of multiple sources, including documents, historical data, specialized literature in the field of linguistics, political discourse etc.

This purpose expected to be reached by implying the political texts analysis scheme used by mentioned David C. Williams et al. (2012). The scheme implies reading (in order to find specific aspects from the point of vocabulary, used metaphors etc.) and analyzing socio-political background of the political text, after which critical analysis of the political text and its’ content must be made. This approach to the political text analysis allows not only to find
unique lexical features of the text, but also to analyze the overall body of the text concerning socio political situation in and out the country.

The research specifically focuses on the following questions:

1. What is the overall structure and characteristics of inaugural speech and why manipulative techniques are important?

2. What kind of unique and common features of Korean political discourse could be found through the analysis of South Korean presidents’ inaugural addresses?

3. What manipulative techniques were used by Korean presidents during in their speech during inauguration ceremony and if there are any unique aspects?

The prediction that circumstances in the country affects inaugural speech content more than outer affairs, as well as that Korean inaugural address as a part of political communication in South Korea can be named as rather emotional due to the using of bright and emotional phrases and metaphors (as a main tool of manipulation) appears to be the hypothesis of the present work. It is also expected that in the inaugural address as a main enemy not specific country, but specific phenomenon or process will be highlighted by the presidents (e.g. ageing of the population, economic crisis; not DPRK, but DPRK’s nuclear threat etc.).

**Expected Outcomes**

As the result of the present study, it is expected to broaden common knowledge of the overall South Korean political discourse and its culture by presenting a deep analysis of Korean presidents’ inaugural speech taking into account both sociopolitical situation in the country (and how it affected the content of the speech) and linguistic structure and aspects of political discourse theory and inaugural address as a part of it.

Still, some results appear to be somewhat predictable. Among key aspects of the Korean inaugural speech (as a part of political communication) the following points may be founded:

1. One of the important tools in the Korean political speech is bright metaphors.
2. In each inaugural speech starting from 1990s it is possible to mention that democracy, importance and extreme need of the democratization process in all spheres of the country, providing different freedoms, the need to implement economic reforms, the need to fight corruption etc. are especially emphasized.

3. As far as from analysis of inaugural speech essential country’s system of values can be obtained, after presented analysis it would be possible to conclude that main Korean values are freedom, democracy and aspiration for economic and technological reforms.

4. South Korean presidents in their inaugural addresses usually present clear and detailed plan as for political and economic policy of the new government.

Other information will be presented with detailed analysis of Korean inaugural addresses, specified historical and socio-political background for better understanding of the inaugural speech content will be provided as well.

There is a rising interest toward Korean culture, language and communication culture in Korea including political communication. Understanding of the last one from viewpoint of linguistic features appears to be crucially important as far as analysis of political communication helps bring into light: 1) the most significant and traditional values of the South Korea; 2) the way the politician structures his or her speech and linguistic tools used by president highlight common and specific features of Korean political speech and its’ methods. It also points out main sociopolitical concerns and problems that should be addressed, so, through the political speech the political direction, as well as effectiveness of a president’s policy can be gained. Still, South Korean political speech research field remains almost undeveloped.

The data and results concerning the topic mentioned above may stand for publication in an academic journal such as, for example, The Herald of Korean Studies in Russia.
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