

REPORT

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Critical speech analysis (CDA) can be defined as a way of reviewing, analysing and sceptically understanding and how it is delivered in a speech (Van Dijk, 2001, p. 1). The analysis takes into account all forms of language and communication in a social and political context. The CDA focuses on analysing power imbalances in a number of circumstances, where legitimacy of power is achieved through effective speech (Kendall 2007).

Grice suggests that for effective communication the speaker and the public should cooperate, referring to these four principles as the courts of conversation (Grice, 1975). The maximum number guarantees not the provision of a large amount of information or the provision of a large amount of information. Maximum quality of information and reliable facts. The relevancy relation and the form in which the content is delivered. By applying certain tools, such as Grice 1975 and Dilt (1990), to parts of verbal or linear communication, we can criticize the communication process between the speaker and the public in a critical way. Based on this, we can analyse whether this is successful, and if the corresponding strength is clear.

The purpose of this review is to analyse both the speech addressed to the shareholders of President Samsung, and the words of Hillary Rodham Clinton (Eidenmuller, 2008) on women's rights, applying the above tools of analysis and comparing their effectiveness.

In this report, the speech analysis has been done between the speech of Hillary Clinton and the speech of Samsung CEO.

On September 5, 1995, Hillary Clinton, a former First Lady of the United States, was invited by the World Health Organization's Symposium on Women and Health Security to attend the Fourth World Conference on Women in Beijing, China. As honorary president of the US delegation to the conference, "Women's rights, human rights" was handed over during a special plenary session in the first few days. The letter used many compelling techniques, also known as propaganda, to win people's interest in supporting the rights of the women to whom they are devoted. Propaganda is usually a pronunciation tool used by those with interest to reinforce or reinforce the actions and attitudes of others with a deceptive language. Because propaganda is deliberate, it is often viewed as a corrupt and abusive tool. Sometimes, however, it can only be used for persuasion or personal perspective. According to Crose, publicity is an important tool and is seen throughout our lives. They need to be properly analysed and respected and can actually work on good and evil. For example, by purposely integrating publicity in her speech, inciting people's emotions, distracting and deceiving people, Hillary Clinton strengthened her power in persuading women's rights and sent her message for the whole world. (Sharma, 2016)

Some advertising techniques use compassion, an incentive to attract people. For example, the appeal of the simple, the device in which the speaker tries to gain trust and support by pretending to be someone like us, is a kind of propaganda. Clinton's speech shows this when he says: "We meet in fields and factories, on village markets and in supermarkets, in living rooms and conference rooms." Her words indicate that she is one of the ordinary people in fields, factories, markets, living rooms and conference rooms. Clinton goes beyond this idea and says, "We share a common future." This statement shows that we are at the same level because we share the same future. She tells her audience that we hear her points because she

is one of us and therefore has similar goals and interests for us. In fact, we believe that we must trust Him in order to overcome our common struggle to achieve these common goals and common future. (Nair, 2016) With a simple attraction, it turns your audience into trusted gun owners.

He then uses a cart technique in a similar way. When she says, "That's why every woman, man, child, family, and nation on our planet is interested in the discussions that are taking place here," it reiterates the idea of unity, of sharing the struggle and goals. But in the Caboose style, the goal is to get people to believe what they believe and agree to, so they can stay true to the conference. There is a call to action. Clinton tells viewers to "get in the car" because if they are not, it's the same distance from their peers. (Clinton, 2015)

The letter strengthens the credibility of his argument by attracting other emotions such as compassion and fear. Compassion is achieved by trying to gain public sympathy by giving examples of obvious pathetic cases to convince us of the outcome or solution. One sees this technique in the statement: "As an American I want to defend women in my country: women who raise their children at the minimum wage, women who cannot afford medical care or care for children, women whose lives are threatened by violence, In that violence in their homes. "In this prayer, not only could she draw the hearts of the audience, but she could also skilfully declare that she was the honorary representative of these poor souls. Then become the voice of the voiceless and oppressed.

Analysis of Statement by the Company President

Samsung Electronics Co., Ltd. is a world leader in digital media technology and digital convergence, making Samsung the world's largest brand with the highest brand value. Samsung operates in more than 50 countries worldwide. Samsung is headquartered in Seoul, South Korea. Chairman of the Samsung Group is Mr. KUN HEE LEE. The name Samsung literally means Trista in Korean. Today, Samsung is investing in foundations and concrete construction under the Samsung brand name. Samsung Electronics is written in white on a blue background. Stands for stability, reliability and warmth. Samsung manufactures electronic products such as televisions, computers, laptops, washing machines, microwaves, mobile devices, covers, cameras, CD players and more. Samsung's other production is in the construction industry, as in the real estate sector, but specializes in electronic registration, electronic tube, piping and telephone registration (concrete and iron). Samsung is the highest quality brand. (Zhao, 2018) Most of Samsung's electronics products have been moved to China and other Asian countries such as Vietnam, the Philippines and India. The reasons for their transfer were low labour costs and raw materials. Asian countries mentioned much cheaper than the United States of America. United States, Canada and United Kingdom. Strategy is a long-term plan to achieve goals. It is a roadmap for future actions. After researching the global market, Samsung receives many comments from its customers and employees. Samsung needs to improve its products, promotional activities, customer service and online business as it is very important to satisfy its customers. Samsung's strategic growth plan is designed to meet the needs and desires of customers and the expectations of employees and other stakeholders. (Klein, 2016)

Clinton's use of another technique in his speech, Argumentum ad populism, wins my admiration. First and foremost, it offers a position in contrast to the points when he says: "It is those who wonder if the lives of women and girls are important economic and political advances around the world." Some people think it does not have to worry about the rights of women simply because they believe that women are less useful in the field of business and politics, they express their anger. However, it is deceptive because it creates an opponent, "unspecified" may be present or absent. Therefore, the argument of whether they say "true" or not, and not the possibility that no one mentions these inflammatory statements. Then Clinton assures the audience angrily that there are many successful women like men in high paid jobs, and those who say, "Let them see crowded women here in Haikou: housewives, nurses and teachers, lawyers, politicians and women who own their own It is able to provide arguments and counter arguments without which the enemy should be used to indicate caresses, which make us feel that we as women, very important to the community. At the same time, it's also hard not to notice how Clinton uses "Appeal to the Fear", a persuasion technique that implicitly threatens the public and, like the previous examples of compassion-based arguments, impress emotions rather than reasons. Show Clinton this technique in her speech and said, "While discrimination and inequality are still commonplace in the world, while women and girls are less valuable, values are less, fed last time, and pay a lot, they are uneducated and on violence "Inside and outside the house, the potential of the human family will not be realized to create a peaceful and prosperous world. "Here, basically, people say they are pitying for those people without rights, that they are an example, but if womengive, without doing anything, your situation will get worse and worse, these settings can also affect you, your family and Affecting your home. (Seol, 2015)

Another approach used by Clinton to fool the audience into promoting his mission and is the accumulation of cards. The accumulation of cards is the method that tells us that it is true, but still not quite right, to avoid knowing about other important facts. For example, Clinton used this technique when she says, "If there is a frequency of this conference message, human rights are women's rights and women's rights are human rights, once and for all." It is true that women's rights are part of human rights, but Human rights are not specific to "all women", but their rights are both sexes. Here, Clinton uses the news pile to confuse us to promote the importance of women's rights. Shortly before the end, again used packet news when he says: "Families rely on mothers and women for emotional support and care relied families to work on women at home and more and more trust families to get important for children and care of women other relatives of income. "Given the very different members, values and situations of each group of real families, this circularisation is not necessarily correct. So, you fool your audience again skilfully.

Conclusion

It is enough a message of altruism in all aspects. However, we will summarize this message to note that the speech also suffers from attempts to deceive the public. For example, if he says, "Women are the primary responsibility for caring for the majority of children and the aged in the world," it is in fact a premature generalization. As Cooper has shown, "a premature generalization is a conclusion based on a very small sample or otherwise unrepresentative of the general population." (P.152) This statement supports its general reasoning and may be true in certain situations, but it confuses its audience by affirming it as a fact, without creating a basis that men are also the primary caregivers for children and the elderly could be. Throughout history, governments, policymakers, or advertisers often use advertising to influence people's attitudes to change people's choices to become political followers or become unwanted consumers. By the company. But Clinton's speech is completely different. It is not necessary to harm the interests of the opposition, as in the speech of some candidates, nor does it motivate people to buy anything unnecessary in their lives, as in some statements. It's about giving your audience a great message about the importance of women's wellbeing. Advertising can be used with good manners and bad manners. By promoting public relations, Clinton has managed to raise my awareness of the importance of women's rights, and has led me to pursue her idea as long as she is committed to this claim. According to its strategic plans, it must focus all its resources on increasing technological innovation and market share growth, but the industry's infrastructure and business capabilities were not very favourable for Samsung at the time. Competing in the Global Market to achieve this, Samsung has reinvented itself by communicating with the needs and desires of its customers.

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