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Critical Discourse Analysis is used to study and investigate about language, talk, socio-political deliberate, and the communication. (Van Dijk, 1995)

The concept of power and language is related to the critical discourse analysis (CDA). Power is not originated from language, but language can be changed the real situation, and affecting social change. Moreover, language relies on the purpose and the context (Ana, C.M, 2014).

In order to be a successful communication, the presenters must know how to use the language to the audiences. It means that when presenter or author should be aware about the purpose of speech or written. Moreover, the quality and reliable information should be included in the content. The presenters should use simple words or statement that can make the audiences easily understand the meaning (Gillian, B, 1995). The communication that does not have enough powerful language, it would not influence to the audiences.

Analysis of David Cameron's Speech after 'Brexit' Vote

After the British voters voted to leave the European Union, Prime minister, David Cameron's speech had an overall goal of saying thank to the voters, made the pledge to rebuilt British's economic stronger, safer, after voting to leave the European Union (The New York time, 2016).

Cameron uses emotional message to the voters and to the world by saying that as British leader, he loves this country and will steadily keep the British ship over the coming weeks and months. He showed his strength that can steer that country toward. It can be seen that Cameron lacks the argument to make the people trust on him. Moreover, his speech demonstrated the England is a parliamentary democracy country which respects the people decision. This shows that what Cameron has done, follow the Brits. (The New York Time, 2016; the guardian, 2016)

Even though the British's economic had slightly down which the pound was decreased 7.5% at \$1.375 against the US dollar after voting to leave European Union, Cameron still had a powerful speech to the voters and investors that he would like to increase the economy again. Also, he declared that the Brits who are living in the European Union and European citizens who are living in the British, the changing circumstances would not immediately change (The guardian, 2016; The New York time, 2016).

Cameron uses repetition in his speech to highlight what he thinks that he can do it. His three statements start from the statement “I believe or I do believe.....” Those three statements show about what Cameron had done and he could do now to satisfy his country. Also, those statements could make the audiences trust on his leadership (The New York Times, 2016). Cameron could not use the word “I believe” to persuade the Brits people. This is because it is just his belief. People cannot trust on his belief therefore he needs to show the evidences which support his belief.

In the prime minister’s discourse demonstrated that England has to renegotiate with European Union and other countries which involved British’s economy. Cameron is trying to show that even though British is not a member of the European Union, British could still renegotiate about business and trade with other countries within European Union and rest of the world. Furthermore, it can be seen that England could still be stronger economy by Cameron’s committed leadership (The New York Times, 2016).

Prime Minister David Cameron asserted that he had no regret with what he had done. This is because he could know how it would be by his feel, heart, and soul. He would like to express that he did the right way that lead the British to be freedom and safer than within the European Union. Also, he claimed that all British people would have job, changing the welfare and education systems, enhancing the people’s life chances, helping the poor people in the world. It can be seen that all of these strategies are used when the British’s economy strength enough (Independent, 2016; The New York Times, 2016).

Analysis of Qantas’s CEO’s Report

The CEO’s report within a company’s Annual report can be defined as a significant document which is used for shareholders. The discourse of the report is to demonstrates the past operation and financial condition. In the report’s discourse would show about the strategies which could lead the company successful in the market, and the future plan (Investopedia, 2017).

There are many 5 components which were generated by Alan Joyce as the Chief Executive Officer and the author of the Qantas’s CEO’s report in 2015. The information in this annual report could be used to be consideration, target and intent.

Chief Executive Officer showed the feeling proud of all Qantas's workers. He also said that without their hard work, skills and commitment, the passionate result would not have been possible. Moreover, CEO also shows the profit before tax \$975 million which increase \$1.6 billion compared with 2013/2014. This means that all employees are doing their best to lead the company increased the profit (Qantas, 2015).

The CEO's message is very important consideration. It can show the readers about what is the target of the year that have achieved. It can be seen that Qantas annual report always changes the message to the readers. In 2014, CEO of Qantas stated that company will reduce the costs for international and domestic. In 2015, in order to satisfy the customers, Qantas has invested in aircraft, lounges, service innovations and training employees (Qantas, 2014; Qantas 2015).

The CEO of Qantas states that because the Qantas Company provides good service and product that can result a strong brand over the competitors (Qantas, 2014). Customers are always in Qantas's heart. Qantas Company has invested new aircraft, lounges, and new services for customer satisfaction (Qantas, 2015). It can be seen that almost annual reports which are established every year, focus on the customer satisfaction. Qantas Company is trying to compete with other airline company by attracting customers with good services, and new aircraft.

In the content of the CEO's report 2015 is a good report to show the performance of the company over the year. However, the report has enough argumentative and persuasive techniques to communicate stakeholders and shareholders. It can also attract the readers by emotional and engage the readers to want to travel with Qantas airline Company in the future.

The report concludes by the sustainable future is an good point to make the customers trust on the company as the Qantas Company is a big airline company, social responsibility, and environmental footprint.

Comparison of speech and CEO's Report

According to both discourse, both presenters provide accurate and significant information to the readers and audiences. They also discuss the information which is related to their topic which they want to deliver to the audiences.

Based on the Prime Minister David Cameron, he presented to thousands of the audiences which are his supported voters to leave the European Union. Cameron's speech had influence on the audiences. This is because he congratulated the election to leave the European Union. However, as he was a British's prime minister, he used the statement "I believe...." to persuade and encourage his supporter. Therefore, he lacks the evidences to show that when British leave the European Union, what happen will be.

Alan Joyce, who made the Qantas's annual report, is the Chief of Executive Officer. He has been joined the Qantas since 2008. During that time, he has achieved new technology and recording as a person who could make customer satisfaction. Also, he has achieved from Australian domestic market with the new strategic to international market. The information in the report is reliable and informative and included all accurate information of the current status and sustainable future. Moreover, Alan also provided the evidence to support with his claim (Qantas, nd).

Cameron does not use evidence within his speech when he was delivering to his supported voters. He just said about what he believes and what he could do when he was a prime minister. His speech is credible for only the people who would like to leave the European Union. He might not think about the people who has opposite willing. Furthermore, he states that "he loves his country and he will lead his country to be successful". It can be seen that everyone could say this statement. He should provide the audiences evidences to support his ideas.

Alan always has various messages for each annual report every year. Those messages show about the strength of the Qantas Company has and what the Qantas Company had achieved. In 2014 and 2015 CEO's messages are about different purpose. This is because year by year CEO tries to achieve what the company sets the target for the year (Qantas, 2014; Qantas, 2015).

Cameron claimed that even though British had left the European Union, British are still stronger and safer. Again, he does not have evidences to show how British are still stronger, and safer. After the Brexit, it can be seen that the British's economy was significantly falling down. Also, the stock exchanges of some companies failed the value. Companies which are from the European members are concerned about withdraw from the British.

Alan Joyce uses profit before tax and turnaround amount which compared with previous year to support the report. It can be seen that Qantas has achieved the target by increasing the profit. This profit amount can be shown that Qantas's employees were work hard by using their skills and commitment to satisfy the customers. It is also a symmetrical point with what Alan Joyce claimed that he is happy with his people that could lead the company succeed.

Conclusion

Both presenters Cameron and Alan's discourses are on the target to the audiences and readers. The contents in the speech and report are related precise to the topic and the purpose of them to deliver those messages to the audiences. It also makes the audiences to understand the meaning in the report and speech by correct message.

Cameron did not provide the evidences and enough argument to support his belief in the speech. Alan Joyce showed clearly about the profit that company earned in this year to support what his people has successfully done. Argument within the speech can enhance the audiences to understand the aim of the speech and report by providing the evidences to support what they claim (University of Pittsburgh, 2007). Alan provided the credible argument which can make the readers understand what the purpose of the author is. Cameron needs to provide the argument to support his speech. He states that he has made a great job for reforming welfare and education, improving people's life chances, and helping poor people.

Actually, it can be seen that spoken language within discourse are different with written language. This is because spoken language does not plan in advance and structure while written language within discourse has pre-planned already. Therefore, spoken language is just a first draft before written language (Hamta, G & Maryam, K. J, 2014). Cameron's speech and Alan's report can make their audiences and readers understand by using simple words.

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