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AN ANALYSIS OF RHETORICAL TECHNIQUES OF OBAMA'S SPEECH IN THE ARCHIVE ARTICLE

A THESIS

Submitted to the English Education Department of Tarbiyah Faculty of Syekh Nurjati
State Institute for Islamic Studies in Partial Fulfillment of the Requirements for the
Scholar Degree of Islamic Education (S.Pd.I)



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ABSTRACT

NUURUL MAGHFIROH : AN ANALYSIS OF RHETORICAL TECHNIQUES OF OBAMA'S SPEECH IN THE ARCHIVE ARTICLE

Speaking is the communication that most effective and efficient. Speaking is one of special ability that have by human. Therefore the conversation arises as long as age human nation. Language and conversation arise when the human express and convey his mind to other human. In the history of the world rhetoric or speech is the main instrument to influence the masses. Language used to convince others. Inability to use language, so it does not clearly reveal problems or thoughts will bring negative impact in the life and work of a leader. Therefore, for leaders, the rhetoric is an important tool to influence and control over man. Because in society generally sought the leaders or influential people, who have skill in speaking terms.

While according to Wendy Olmstead (2006: 1) state that rhetoric as a practical art of deliberation and judgment that can best be taught and learned through historically specific examples of argument and interpretation. Besides, the theory of Shel Leanne chosen to understand and help the process of analysing the data. There are the rhetorical techniques that focus to present the ideas powerfully are: *Rhetorical Question, Conduplicatio, anaphora, epistrophe, mesodiplosis, alliteration, asyndeton, polysyndeton, and tricolon*. While rhetorical techniques that focus enable to sway listeners are: *procatalepsis, nonrhetorical questions and juxtaposition*.

The Objective of the Research is to find out the rhetorical techniques of Barrack Obama's speech in the University of Indonesia about cooperation between America & Indonesia countries in the archive article (*time edition: 10 November 2010*). This research is documentation analysis and the method used is content analysis. The researcher herself as an instrument of this research. The technique of data analysis is data coding.

The result of collecting and analysing the data show that the rhetorical techniques used by Barrack Obama in his speech are *Conduplicatio, anaphora, epistrophe, mesodiplosis, alliteration, asyndeton, polysyndeton, tricolon, procatalepsis, and juxtaposition*. But that most used the rhetorical techniques is *polysyndeton* by made a diagram of it.

Polysyndeton occurs when a conjunction, such as "and" that is used between every word, clause, or phrase. It is used in the Barack Obama's speech in the University of Indonesia about cooperation between America & Indonesia



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countries in the archive article. Moreover, there are many rhetorical techniques that are used by Barack Obama. It means that Barack Obama always use rhetorical techniques in his speech, especially Polysyndeton are dominated the rhetorical techniques in the research's object. In expanding linguistics research, there are many areas of rhetoric can be studied.



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RATIFICATION

The thesis entitled **An Analysis of Rhetorical Techniques of Obama's Speech in the Archive Article** written by **Nuurul Maghfiroh** whose registration number is **59430557** has been examined on July 17th, 2013. It has been recognized as one of the requirements for achieving the Islamic Scholar Degree at the English Education Faculty of *Tarbiyah* of the Institute for Islamic Studies (IAIN) Syekh Nurjati Cirebon.

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PREFACE

In the name of Allah, Most Gracious, Most Merciful. All praises and thanks belong to Allah, the Lord of the universe. And thanks to His permission, the writer has been capable of doing research and finishing this thesis. May invocation and safety always be given to the prophet Muhammad (peace be open him) to his family, his companions and up to his followers till the end of the world.

This thesis entitled in “**AN ANALYSIS OF RHETORICAL TECHNIQUES OF OBAMA’S SPEECH IN THE ARCHIVE ARTICLE**” is presented to fulfill one of the requirements for the degree of *Sarjana Pendidikan Islam (S.Pd.I)* at the study program of English Education of the Faculty of Tarbiyah State Institute for Islamic Studies Cirebon.

There are many people who gave such contribution, support, guidance and inspiration directly or indirectly in writing this thesis. So, in this opportunity the writer would like to convey her sincerely profound thankfulness and gratitude to:

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9. All of my friends, especially of PBI B thanks for all supports and spirits for me.

The writer realizes that this thesis is still far from being perfect and there might be many mistakes either in the arrangement or in the content. So, the writer is widely opened to receive any criticism and suggestion to make this thesis much better.

Finally, the writer hopes this thesis will be a valuable thing to the readers, especially for the writer herself and for the students of English Education Department of Education Faculty of *IAIN Syekh Nurjati Cirebon*.

Cirebon, July 2013

The writer



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CHAPTER I

INTRODUCTION

A. The Background of the Problem

Communication professionals develop skills for acquiring and using information throughout their professional lives. According to Rebecca B. Rubin et.al (2005: 3) states that communication as a process by which people arrive at shared meanings through the interchange of messages. When people create and manage meanings and share their understanding of social reality, communication takes place. Political scientists, educators, business executives, linguists, poets, philosophers, scientists, historians, psychologists, sociologists, and anthropologists, to name some professionals, are concerned at least tangentially with communication in their specific areas of inquiry.

Rhetorical scholarship no longer focused only on institutionalized speech situations, but was increasingly turning to experiments, to interactive and everyday speech genres, and to other studies of meaning-making as situated activity (John Benjamins, 2008: 4-5). According to Wendy Olmsted (2006: 10) states that like many people, the spokesman used the word “rhetoric” to refer



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to irresponsible language. The accusation is not new. In classical Athens, political leaders attacked oratorical speeches for endangering the city.

Although many rhetorical critics are not familiar with discourse analysis, they have colleagues who are. English department rhetoric and composition specialists have long looked to linguistics as a source of ideas and methods (John Benjamins, 2008: 13).

According to Adrian Akmajian, et.al (2001: 5) The field of linguistics, the scientific study of human natural language, is a growing and exciting area of study, with an important impact on fields as diverse as education, anthropology, sociology, language teaching, cognitive psychology, philosophy, computer science, neuroscience, and artificial intelligence, among others. Indeed, the last five fields cited, along with linguistics, are the key components of the emerging field of cognitive science, the study of the structure and functioning of human cognitive processes.

Every analysis of discourse starts with a corpus a body of texts or transcripts which includes either everything the analyst wants to make claims about (all the letters Constantin Visoianu wrote to the United States authorities, all the government reports about the Waco incidents) or a systematic subset of it. Developing a corpus is thus an essential step in any study; any discourse analysis is in this sense a corpus analysis. However, the term corpus analysis has come to have a more specialized use both in linguistics and in rhetoric as a



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label for an analysis that is based on a large set of texts or transcripts (John Benjamins, 2008: 251). The rhetoric here is as a study of selected speech. One of branch here is the study of figurative language.

Meanwhile, rhetoric has become an important topic of study in recent years, and its significance to public discussion of important political, social, and even scientific issues has been widely recognized. Scholars and teachers have expressed great interest in the topic. Many colleges and universities are again offering courses in rhetoric after having banished the term from their curricula for years, and dozens of books are published every year with rhetoric in their titles. Clearly, rhetoric arouses mixed feelings it is widely condemned and widely studied, employed as an insult and recommended to students as an important subject of study. (James A. Herrick, 1990: 1)

Rhetoric is an important of study today. Many peoples in the history of a great success in life and career as a leader because have mastery of rhetoric for talking techniques will make more self confidence and give certainty to those concerned (Dori Wuwur Hendrikus, 1991: 20). For leaders, the rhetoric is an important tool to influence and control people. Because in society, usually looked for the leaders or famous peoples which has mastery in speaking.

Therefore, here the researchers hope for anyone who wants to get success in life and work and then control your use of rhetoric of science naturally. Especially in the speech for leaders who claimed to always speak in public.



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To support of this study, so the researchers compared with previous studies, presented by Musyafa (2009) about Rhetoric of Suyanto's speech in recitals and Widodo (2008) about Rhetoric in the lanterns Spiritual Radio Interactive Dialogue Retjo Tank Jogjakarta.

Musyafa (2009) states that the most delivery of mission performed missionary speaker today are using speech or delivered orally, through speeches in the study. This fact can be seen either in the village or town. But the mission with use the speech method should be delivered in ways that effectively so that it can be accepted by the audience and there is no misunderstanding propagation in receiving the contents of the message being delivered the mission. To realize these conditions, the speaker is required to master the rhetorical science. The researcher wanted to examine the rhetoric of a speaker named Suyanto, S.Ag in a study in which he was much in demand delivery of his message. As in data collecting, the techniques used by the writer are observation, interviews, and documentation. The goal is to find out the mission of Suyanto, S.Ag are already using the principles of rhetoric there. The methodology in this study is the researcher directly involved in the events in which the data is obtained and collected from the subjects and the people concerned.

Widodo (2008) states that the cleverness of a speaker in message delivery is very charged because the message delivery with a speaker of rhetorical skill



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to motivate their audience toward a behavior or attitude in accordance the aims of message. Prophet of Muhammad in his message is very careful so that the message can be received and clear so it can be accepted by the audience. Delivery Submission that does not pay attention to the rules and procedures of good rhetoric rules may result in the message being delivered of mission sometimes miss the mark and often times even because the audience becomes confused and bored. The writer clearly wanted to reveal in writing of the speech composition, arrangement and form of persuasive language broadcasting Islam through interactive dialogue on the stump Retjo radio. As in data collecting techniques used by the writer are interviews, observation and documentation. The methodology used in this research is descriptive qualitative method, in which the source data is obtained from the subject and object of research that focuses on interactive dialogue Lantern Spiritual and using data collection methods, the validity of the data and methods of data analysis.

Review of previous research note that previous research analyzes The Rhetoric of Suyanto's speech in recitals and Rhetoric in the lanterns Spiritual Radio Interactive Dialogue Retjo Tank Jogjakarta. While my research is about an analysis of rhetorical techniques of Barack Obama's speech in the Archive article with use Shel Leanne's theory. Today many people especially the leaders spoke only to say without pay attention the rhetoric in the speech, so the message was not well received by the audience. Because they usually



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memorizing text only, so it does not give effect for the audience. Then can you get points, if the speech does not take effect?

From that problem, here the researcher considers this theme is important to take in this thesis, because the researchers are interested in talking about the speech. Especially in Barack Obama's speech. Because speech is one of form of monologist which are part of the science to speaking and the main part of the speech rhetoric so exciting to be analyzed. The main purpose is to easier the audience to know the style and art of rhetoric which is true because the speech is one direction of way, so it's easier to be analyzed as well. Here the researcher chooses speech of United States President Barack Obama about cooperation between America & Indonesia countries in the University of Indonesia, it has taken from Archive article on web site (*www.america.gov, time edition: 10 November 2010*) as the subject of analysis is based on the premise that the speech delivered with many using the rhetorical techniques, repetition words and selection of a word that simple is very often used by Barack Obama in his speech. The word used is not ramified and directly on target. This is very helpful analysis, including the calculation of the emergence of many rhetorical techniques used by Barack Obama.

Directness is of course that is an Barack Obama in action. In the *www.Forbes.com*, *Carmin Gallo (Communications Coach)* said that President US Barack Obama always using some techniques in his rhetorical, that is three



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main techniques which always used by him, such as: the word selection and language style that can give influence and a meaning to audiences, the good technique of word repeating, body language and his voice that fluently.

The Archive article is one of famous American article, so the news in this article always updates. Archive article is American article that having content information on U.S. foreign policy and national interests is available there. So many people read it every day and the researcher also read it, and has found the Obama's speech. There the rhetorical techniques in the Barack Obama's speech are interesting to read.

Plato's own perspective, argues that the type of rhetoric being taught in Athens was simply a means by which "naturally clever" people "flatter" their unsuspecting listeners into agreeing with them and doing their bidding. Plato condemns rhetoric as "foul" and "Ugly (James A. Herrick, 1990 : 1). Aristotles articulates rhetoric as "an ability in each case, to see the avail-able means of persuasion." Although the ways in which language can be and is used to persuade in a particular rhetorical situation has remained the focus of rhetoric, the scope of rhetoric altered in the twenty-first century. For Aristotle and other classical rhetoricians, such as Cicero and Quintilian, rhetoric encompassed specific forms of public discourse, specifically the political, forensic, and ceremonial. The most significant divergence from the classical Western perspective in many current understandings of rhetoric lies in the expansion of



rhetoric to include literature and all language acts (Damian Baca and Victor Villanueva, 2010 : 125). While Shel Leannes states that rhetoric is techniques has use in the speech or communication, such as repetition, backward loops, and symbolism to make his pronouncements influence and endure (shel Leanne, 2009: xx)

Then here the researcher uses Shel Leannes's theory, because in her theory of rhetoric she more focuses on the communicative power and the practices and techniques that have enabled to take his place as one of the most notable orators of recent times.

The rhetorical techniques of Shel Leanne's theory are *Rhetorical Question, conduplicatio, anaphora, epistrophe, mesodiplosis, alliteration, asyndeton, polysyndeton, tricolon, procatalepsis, nonrhetorical questions and juxtaposition.*

Therefore the researcher is interested to carry out an analysis of rhetorical techniques of thesis entitled "AN ANALYSIS OF RHETORICAL TECHNIQUES OF OBAMA'S SPEECH IN THE ARCHIVE ARTICLE".

B. The Identification of the Problem

The problem in this research is classified into three sections:

1. The field of the research

The field of study of the research is linguistics.



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2. The kinds of problem

Barack Obama's speech on the articles in website, the researcher found many interesting points to study. There are many different kinds of studies such as communication science and also related to interpreting, etc. It makes a lot of thing that can be observed from the website, but in its implementation, the researcher is more interested in studying the linguistics side of that object, it's about the study of rhetorical techniques.

3. The main problem

The main problem in which will be investigated and analysed in this research is about style of speech used by Obama in his speech in the website, especially in archive article (10 November 2010) that is American article that having content information on United States foreign policy and national interests is available there.

C. The Limitation of the Problem

In An analysis of rhetorical techniques of Barack Obama's speech in Archive article with use Shel Leanne theory, the researcher limited the content analysis in the rhetorical techniques of Barack Obama's speech in the article that is analyse with linguistics. The researcher also limited the description of the problem into four points:



1. Rhetorical techniques of Barack Obama's speech in the University of Indonesia College has taken from the Archive article.
2. The Rhetorical techniques that mostly used by Barack Obama in his speech that can interest audiences' heart.

D. The Questions of the Research

Based on the background of the problem that have described. Therefore the questions of the problem are as follow:

1. What are the kinds of the rhetorical techniques used by Barrack Obama in his speech in University of Indonesia on November 09, 2010?
2. How is the rhetorical techniques that mostly used by Obama in his speech that can interest audiences' heart?

E. The Aims of the Research

The aims of the research round up description about research destination that would like to reach from the research that will be done specifically. There are some aims of the thesis arrangements, they are:

1. To know the kinds of the rhetorical techniques used by Barrack Obama in his speech in University of Indonesia on November 09, 2010.
2. To know the rhetorical techniques that mostly used by Barack Obama in his speech that can interest audiences' heart.



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F. The Uses of the Research

Theoretically, the results of this research are expected to enrich the terms of science, especially in the study of linguistics. The researcher hopes that through the studies in this research can make the corpus of linguistics field.

Practically, the results of the research are to deepen the rhetorical techniques as a practical uses. For researcher, this research is to know more knowledge about rhetorical techniques of Barack Obama's speech in the article. For reader and young researchers also to know more knowledge about rhetorical techniques and deepen in linguistic areas. Thus, people can be more confidence if speaking or speech in public.



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