

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Language as a means of communication with other people either through spoken or written. Everyone uses language in daily activities, especially to communicating with other people. In the era of globalization and the development of science and technology now, people are required to be able to communicate and deliver the ideas clearly using their own nationality language or international language such as English. Everyone in communication has the different purpose. They have different purpose which as a form of communication that can demonstrate the characteristic of the speaker. By looking at the purpose of person communication, the speaker is able to deliver message more clearly. For the example: Between U.S. President candidates and voters, there is a communication process when the U.S. President candidates built communication effort with the voters in the debate candidate program, so it is effective way of U.S. President candidates to deliver the vision and mission clearly to the voters.

The study about language is called a Linguistics. The language used by the community in various aspect in life within the scope religion, social, culture, political, etc. Particularly in politics, the language has important role to communicate and persuade people into one purpose. Supported by Simon (2011:07) "Persuasion is form of attempted influence in the sense that it seeks to alter the way others think, feel, or act, but it differs from other forms of influence". The function of communication in politics is to deliver the speech more convincing to the audience, that indicates the speaker must use understandable words, intonation in pronunciation in the set with clear articulation. Aristotle divides into three effecting of persuasion, "first is clear and be able to reason logically, second is to understand human character and goodness in their various forms, and the last is to understand the emotions"

(2007:2271). Success in delivering speech influenced by several factors namely ethos, pathos and logos. In rhythm Cockcroft explained that the speaker shall use ethos, pathos and logos to focus on persuasive speech (1992:115).

The art of speaking is often called rhetoric. People who master the ability of rhetoric can be easier to persuade someone through the word that spoken and feels good to heard and not to bored for listeners to express of thoughts clearly by own words. According Cockcroft (1992:64) knowledge and many ideas are more important things to share of speaker's thoughts, if the speaker didn't have rhetoric ability, the speaker cannot communicate impressively to others. This is one example of why rhetoric is important.

Rhetoric is about person's communication abilities to one or more people consciously and to persuade the way of thinking through the word that contain hidden means softly to doing something or to change the way of thinking by the speaker's talk. In the language, rhetoric is communication that means the speaker talk at the right place, at the right time, an effective way, the correct word properly and impressive, that means the speaker should be able to speak clearly, concise, and effective. The speaker has good ability to talks efficient and impressively. According to Martin (2006:72) in politics, rhetoric has a great role to get a vote from voters, it is very important as the method as the means used to persuade voters. In other hand Cockcroft tells that, rhetoric emerging from the character of the speaker in the argument (1992:62).

Furthermore, rhetoric is used by the speaker to persuade the listener, the use of language itself makes vagueness in expressing something, it can impact voter mistrust of the president candidates. Therefore adequate knowledge of rhetoric that will bring benefits to the individual concerned in the political field. According to Dan (2010:23) that public speaking can be interpreted as a way to speak in front of the public who has emotional control, choice of words and tone of voice, the ability to control the atmosphere and also mastery of the material to be discussed. In public

speaking is also needed an introduction to the audience or the voter characters and the language concerning the material support of style conversation.

As a process of communication, the indicator of the debate particularly in rhetoric that should be noticed by the voters it is supported by Simon, debate will give an impression on the candidate's ability to handle and makes the voters believe on what the speaker said. Voters will know the quality of each candidates, the extent to which arguments in maintaining the program plan and its rationale.(2011:67).

According to Steinberg (2013:22) that debates between president candidates are now well established in the American political scene, and similar debates are often held between candidates in elections at all levels. In essence, the debate is the argument of mutual interpersonal or between groups with the aim is to share their own argument. Moreover Steinberg (2013:06) says that debate in politics is a form of discussion or dialogue. From dialogue process, the audience get logical reason through the speaker arguments. Debate begins with researching the opinions and argumentative position of the speaker, then concentrate on the points of argument weak opponent.

Furthermore, there is a process shootout thoughts and opinions. In the application of the debate are indispensable ability to think quickly and accurately analyzing the words of the speaker as well as choosing words what is necessary to create the material, if the discussion involves both partners it will also be necessary ability to coordinate quickly with or without negotiations.

Debate is used in U.S. presidential election 2016, namely debate candidates. This debate is a part of campaign activity to offering a vision, mission and programs of the candidates and share other information, which aims to introduce or to convince voters. one method of a campaign was held by Commission on Presidential Debates (CPD) is non profit organization between the candidate pairs. Departing from this, CPD organizing Debate Candidates of U.S. president was held at University of Nevada, Las Vegas, U.S. at 6 pm PDT (Pacific Daylight Time) on October 19, 2016 which was broadcast live NBC tv, lasted for 117 minutes. In this debate program was

attended by two president candidates who participated in the U.S. presidential elections, Donald John Trump as candidate from Republic, and from Democrat Hillary Rodham Clinton. The debate has seen as an innovation in communication campaigns, debates can give the voters more information about the candidates.

Debate candidates is one way to know the quality of candidates, because in this forum, The candidate explain the agenda that will do if they are elected, The candidate can persuade the people with constructive and critical thoughts, the people in free and democratic era will determine the agenda offered by the candidates, the candidates are required to compete the mission and vision program are clear with other candidates. Debate candidates was held by CPD was divided into 15 minute segments.

The use of effective language has a very close relationship with the components of communication as contained in the communication to take sympathy of the voters and they are able to choose one of the candidates in the election time. A good pair for republic and democratic has differences in terms of political rhetoric. Rhetoric in campaign is very influential in the debates, because in this case, speaker has a strong influence in politic areas such as: use of voice intonation, gestures and use persuasive words.

This research is an interesting problem to investigated because it can helps people to uses debate as a tool, to persuade the listener's mind and make listener believe in the information that the speaker shares through the effective words that the speaker used. The essential purpose of this chapter is to set the relevant theories of rhetoric analysis to support the basic ideas from the researcher that ultimately contribute to interpretation of the debate candidates of U.S. presidential election 2016.

## **1.2 Statements of the Problem**

According to the background, there are questions which would be answered in the research.

1.2.1 What are rhetorical proofs used by The U.S. President candidates in debate candidates of U.S. Presidential Election 2016?

1.2.2 How are the speeches delivered by U.S. President candidates help to create effective speech in debate candidates of U.S. Presidential Election 2016?

1.2.3 Why did U.S. President candidates use rhetoric proofs in debate candidates of U.S. Presidential Election 2016?

## **1.3 The Purposes of the Study**

On the basic of the above question of the research, this research attended:

1.3.1 To know whether using rhetoric proofs as a communication strategy for President candidates in debate candidates of U.S.

1.3.2 To describe whether using rhetoric proofs is more understandable to persuade voters in debate candidates of U.S.

1.3.3 To explain how U.S. President candidates use rhetoric proofs in debate candidates of U.S.

## **1.4 The Significant of the Study**

This study is focused on rhetoric, rhetoric is very important to show the characteristic of a person. It is influenced by the culture and environment that make up a person to have rhetoric ability. This formed then out of habit doing everyday conversation, someone using rhetoric within the scope of the public have a goal and a purpose. The researcher apply Rhetoric knowledge acquired from books and a lecturer at the university.

For the students and lecturers of English Department, this research perceives rhetoric as empirical data and its best analyzed side by side. For the readers, this

research provides how the possibility voters choose the president through debate program. This research also provides a better understanding on how politician uses debate as a tool to persuade the listener's mind and to deliver their ideas to the listener.

For the voters can also benefit from these studies, as they can gain an understanding of the appeals and become more aware of the whole influencing process.

### **1.5 The Scope and Limitation**

To avoid the scope of the research is too broad, the researchers impose limits more specific problems in this study are as follows:

1.5.1 This study is a descriptive study using a qualitative method.

1.5.2 This study aims to analyze the rhetoric proofs used by the candidates pair of U.S. in debate candidates dated October 19, 2016.

1.5.3 The study was only analyze on Election Debate Candidate on NBC.