

CHAPTER II

THEORETICAL REVIEW

This chapter focuses on the description of the theoretical review. Some theories in this chapter relate to the research objectives that find answer to the problem statements.

2.1 Rhetoric

The definition of rhetoric that the best fits the framework in this research is what Herrick has to say as a systematic study and the practice of symbolic expression that is effective and deliberate. The art of rhetoric can make use of the symbol is more persuasive, more beautiful, memorable, strong, intelligent, clear, and generally more encouraging. With these characteristics, rhetoric is the art of using symbols effectively. The presentation of the art of systematic rhetoric, the description of the elements which pass each other, as well as an explanation of how rhetoric reaches its goals collectively, it is clear that Herrick is understood as a rhetorical theory (1996:7).

2.2 Rhetoric proofs

In the previous sections it has been described rhetoric, and to clarify this study, researcher explain about rhetoric proofs. Griffin (2012:290) states that rhetorical proofs come from aristotle available means of persuasion, artistic proofs which are the methods or ways to persuade. More specific Herrick (1996:82) says artistic proofs are the things that are created by the speaker, there are three kinds of artistic proofs, they are logical reasoning (logos), the names and causes of various human emotions (pathos), and human character and goodness (ethos).

2.3 Logos

Logical proof is a form of persuasion that uses a powerful reason. Logos a broad and deep knowledge of what is to be communicated, where the structure of messages to be delivered it should be logical and rational and based on the strength of arguments. “It can mean simply a word, or it can refer in a plural sense to the words of a document or speech. It also carries the sense of a thought expressed in words, a discourse, an argument.” Cockcroft (1992:8). According to Griffin (2012:272) logical proof comes from the line of argument in the speech. It means that a reasoning from human logic. It is also used by speaker to prove their own argument in order to persuade the audience.

2.3.1 Discourse

When talking about language, especially spoken language in communication such as debate, in this study will explain the discourse presented through some ideas and concepts. Gee (2011:30) states that manner characteristic of saying, doing are referred to as discourse. In other words, the discourse is a way to say something in the speaker own language in the utterance between word forward, one sentence and the next sentence interconnected to form meanings that can be accepted by society in verbal communication. Salkie (1995: 10) says that discourse is how sentences are combined together to make received text form.

2.3.2 Argumentation

Rhetoric seeks to persuade by means of argument. Herrick (1996:13) says an argument is made when a conclusion is supported by reasons. An argument has a reasoning to persuade the audience to get the goal of conversation. In rhythm Steinberg (2010:122) says that Argumentation is reason giving in communicative situations by people whose purpose is the justification of acts, beliefs, attitudes, and values.

2.4 Ethos

Ethos is the look of the character and credibility of the speaker to persuade the audience that they care about and believe in the speaker. According to Herrick (1996:84) ethos is the most effective method of shaping the character of a speaker as a persuader that evokes a critical attitude of the audience in order for them to believe in the arguments speaker speaks. Aristotle seems to suggest that the three artistic evidence, potentially ethos. When people are convinced that a speaker is knowledgeable, trustworthy, and has good interests, intentions and objectives most likely the listener gets well. In rhetoric, Aristotle identifies three qualities that can produce high credibility those are, perceived intelligence, virtuous character, and goodwill Griffin (2012:32).

2.4.1 Perceived Intelligence

The audience judges the intelligence of overlap between the belief of the audience by the speaker's idea Griffin (2012:293). Audiences are more likely to be convinced when they are regard the speaker as competent and reliable Verderber (2012:39). A speaker can convey his ideas well and have good competence to explain it. In order to demonstrate the speaker's competence, the speaker can share experiences that prove his particular knowledge in some areas by adding the latest information from the speaker's speech. Additionally, using evidence from a trusted source, data from an expert in speech can help the speaker sound more convincing. So, the audience know how far the quality of the speaker, and the audience can trust what the speaker said Verderber (2012:283).

2.4.2 Virtuous Character

Virtuous Character a deal with the image of the speaker as a good and honest person Griffin (2012:293). According to Verderber (2012:283) good character is the speaker's ability to build the trust of the listener through the speaker speech. To starting the trust, the speaker can begin by telling the speaker's experience. From

speaker's experience listener can assessing the speaker, this can help the audience to believe in what the speaker is saying. According to Verderber that the speaker's words can also explain speaker's motives and to show speaker's character that make listener assessing the speaker as a trustworthy person. This is a sign virtuous character of a good speaker (2012:283).

2.4.3 Goodwill

Goodwill is a positive consideration of the speaker's intentions to the audience, Griffin (2012:293). Aristotle thought that it was possible for an orator to have extraordinary intelligence and sterling characters but still do not have the best audience flower of heart Griffin (2012:293). According to Verderber goodwill is the perception form by the listener to the speaker, when the listener believe in goodwill speakers, they are willing to believe what is the speaker said (2012:281).

2.5 Pathos

Pathos is the speaker skills to manage emotions when the speaker spoke in front of the public. The study of pathos is the study of the psychology of emotion, by a moral concern for discovering and acting on the truth. For this purpose feelings, Griffin divide into some feelings, then explain the conditions in which every mood experience, and finally illustrates how the speaker can get the audience's feeling (2012: 294). Furthermore Cockroft (1992:40) states that pathos is concerned with the feelings of the listener and sometimes generate a lot of empathy or even the sympathy of the audience.

2.5.1 Love or Friendship vs. Hatred

The friendly feelings raised that are expected to be someone believes that is good, it is delivered not for oneself but for others. Friendship and hatred is produced by anger or slander. While anger arises from the offense against self, Friendship arise even

without it. Anger is always associated with individual while hate is directed also towards the class. Hatred wants a man's affection who he has hated Griffin (2012:294).

2.5.2 Fear vs. Confidence

Fear can be defined as pain or disturbance, a mental picture of some of the damaging or painful crimes in the future. Herrick (1996:83) says that fear feeling define as people who believe something may be happening to them. Confidence as the opposite of fear. Therefore, hope is related to the mental picture of what closeness keeps us safe and the absence or remoteness of what is horrible Verderber (2012:288). Fear come from the mental picture of the potential disaster. The speaker should produce the word that images of tragedy, suggesting that the event is likely. On the other hand, trust is felt when one believes that he has often succeeded and never suffered a setback, or often met danger and escaped it safe. it means that trust can be built through success experience. Fear comes from the mental picture. The speaker should imagine the word illustrate picture of tragedy, showing the possibility of the incident Griffin (2012:294).

2.6 The Function of Rhetoric Proofs

Rhetoric in debate has function to persuade people. It support by Steinberg (2012:06) that Aristotle listed four functions for rhetoric proofs:

The first function of rhetoric is to prevent the victory of fraud and injustice. Truth and justice are essentially stronger than contradictions, so when bad decisions are made, The speaker has the right and stand on the right side. So, it is not enough just to know the right decision.

Second, rhetoric is the method of teaching argument for the public. A speaker must educate the audience by framing the argument with the help of common knowledge and accepted public opinion. Such as, in the case of congressional debate on health care or tax policy.

Third, rhetoric allows the audience to see both sides of a case. Through argumentation, the two sides become aware of all aspects of the case, and the audience will be ready to dispute the arguments of the opponents.

Fourth, rhetoric is a means of defense. Often knowledge of arguments and debates will be needed to protect ourselves and our interests.

2.7 Rhetoric device

2.7.1 Repetition

“Repetition is repeats the same words or phrases a few times to make key words or themes clearer throughout a speech” Verderber (2012:204). Some examples of this device: Trump is a politician, who makes use of repetition.

“She was very, very angry when upheld”

” And Justice Scalia was so involved, and it was a well-crafted decision, but Hillary was extremely upset, extremely angry, and people that believe in the Second Amendment and believe in it very strongly were very upset with what she had to say.”

2.7.2 Simile

Simile is a figure of speech, in which a more or less fanciful or unrealistic comparison is made, using like or as (McArthur, 1996:935). Moreover Stewart (2010:133) says that simile explicitly compares one thing to another, using *like* or *as*.

For example :

“He works like a dog ” and “ The old woman’s hands were as soft as a baby’s.”

2.7.3 Using Specific Pronouns for Specific Purposes

Linguistic elements such as pronouns is used to convey very different purposes. It is supported by Verderber (2012:192) They can be used both for the purpose of clarification and concealment of elements in a situation.

For example the use of the first person singular pronoun,

“I” declares who is responsible while using the first person plural pronoun “We” can have the purpose of making the status of responsibility not very clear.

Inclusive “we” is used when the individual or group of individuals spoken to, are included within the referential area of the pronoun.

Exclusive “we”, however, excludes the individual or group of individuals spoken to from its intended referential scope.

2.8 Previous Studies

The thesis created by Yusri Ika Widyawardani, a thesis in 2016 and the title from thesis “Analysis of Donald Trump’s Presidential Candidacy Announcement Speech” Sanata Dharma University. She discussed about rhetoric that appear in Trump’s speech. The rhetoric determine meaning and it shows the speech purposes.

The second thesis is written by Bayu Wibowo Setiawan in 2014, entitled “Persuasive Strategies in Barack Obama’s victory speech in 2012” from Sanata Dharma University. He said that the three major strategies Ethos, Pathos, and Logos help the speaker produce speech. In Obama’s speech he found utterances which consist Ethos, Pathos, and Logos. The result from his research is that Barack Obama used Pathos frequently than other appeals such as logos and ethos.

Based on the two previous studies above it can be concluded that the content of the study is similar from the thesis created by the researcher, However, this thesis focuses on rhetoric proofs of two U.S president candidates 2016.

The similarity between those studies is the use of rhetoric proofs as a strategy to persuade audiences , whereas the differences are the sources of the data and the

problems in their studies. From the elaboration above, the researcher is interested to use rhetoric as his topic and he analyzes rhetoric which shows rhetoric proofs based on the debate president in his study.