

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter will discuss rhetoric, rhetoric devices, lyrics of Song, the type of rhetoric devices, the most powerful devices in rhetoric, and previous study.

#### **2.1 Theoretical Framework**

##### **2.1.1 Rhetoric**

Rhetoric has held a significant place in linguistic studies for centuries. Historically, it has served as a powerful tool for expressing ideas and shaping public opinion. In classical antiquity, Aristotle characterized rhetoric as "the art of discovering the means of persuasion in any given situation". Aristotle, (2007) in Fajri, n.d. which means that rhetoric is the art of finding the best way to convince an audience in various communication situations. Fikry (2020) in Latifah et al., (2023b), added rhetorical studies focus on the ways in which a communicator develops and selects strategies in conveying a message to an audience.

In line with this view, Rakhmat (2013) in Choirudzak, n.d.(2023) states that rhetoric is a way to create an impression on listeners and readers. Thus, rhetoric is not only related to the arrangement of beautiful sentences, but also includes effective communication strategies to touch the minds and emotions of the audience. In the contemporary context, understanding rhetoric becomes increasingly relevant, especially in analyzing various forms of discourse, including popular texts such as song lyrics that often contain deep emotional and social messages.

##### **2.1.2 Rhetoric Devices**

Rhetorical devices are specific techniques employed in writing or speech to persuade, emphasize, or emotionally engage the audience. These devices include metaphor, hyperbole, irony, repetition, parallelism, anaphora, and more. Each device serves a unique function in enriching the language and enhancing the audience's interpretative and emotional experience. In song lyrics, rhetorical devices help encapsulate abstract feelings, intensify expression, and connect with

listeners on a deeper level. In line with this study Jennifer Betts in Ali & Bashir, (2022) stated that Techniques used to evoke emotions and influence an audience are referred to as rhetorical devices. In addition Sariaslan, (2024) in Evi Saputra1, Carla Martha2, Ervon3, (2024) These devices include techniques such as intentional word choice, poetic language, intertextual references, and distinctive stylistic devices.

Furthermore, Holman (1997:196) in Hutagaol, n.d. states that Within rhetorical theory, figurative language is conventionally divided into two overarching categories: rhetorical schemes, which alter the structure or pattern of language, and tropes, which alter the standard meaning of words, is a versatile toolkit. Its devices can make meaning clearer, supply illustrative examples, or introduce beauty. By doing so, they fundamentally expand and refine our capacity to perceive and conceptualize the world around us.

Based on Nataf et al. (2014) in Zainuddin & Anuar, (2022), rhetorical devices—also referred to as stylistic or persuasive techniques—are methods employed in songs to communicate messages or influence listeners.

### **2.1.3 Type of Rhetoric Devices**

According to Hussein, (2023) there are types of Rhetorical devices. It can be divided into several categories, each with a different function and purpose. The following are some of the rhetorical devices utilized across various fields:

#### **A. Persuasive Rhetorical Devices**

1. Ethos: Relying on the speaker's credibility and character to persuade the audience. For example, a doctor speaking about health will be more credible than someone without a medical background.
2. Pathos: Using emotions to move the audience. For example, a touching story about someone's struggles can evoke empathy and support.
3. Logos: Relying on logic and reason. Presenting arguments supported by strong data and facts can rationally persuade the audience.

## **B. Figurative Language Devices / Aesthetic Rhetorical Devices**

1. **Metaphor:** A metaphor is a rhetorical trope in which a term or phrase is transferred from its literal object to a different object or idea. This substitution, based on an implied analogy, creates a figurative identification between the two to reveal a deeper similarity. Example : “drowning in money”. (This metaphor highlights how embedded figurative language is in ordinary speech, allowing us to express complex states—like overwhelming wealth—through instantly recognizable sensory comparisons, as noted by Lakoff and Johnson).
2. **Simile:** A simile is a rhetorical trope that establishes a figurative analogy between two essentially dissimilar objects or ideas, flagged by the comparative terms "like" or "as." For instance, Example: "cheeks like roses", (describing "cheeks" as being "like roses" creates an image of vibrant color and delicate beauty through this direct comparison).
3. **Personification:** The trope involves a clear juxtaposition: a non-human things (e.g., time) is fused with a human attribute (e.g., a thief), as in "Time, the thief."
4. **Symbolism:** Using objects, colors, or concepts to represent deeper meanings
5. **Hyperbole:** is not literal; it is an intentional overstatement used to emphasize, dramatize, or create a memorable effect. The example : " mile-high ice-cream cones", illustrates how an ordinary object (an ice-cream cone) is exaggerated to an impossible scale ("mile-high") to convey an extreme impression of size.
6. **Metonymy:** A figure of speech that uses the name of one thing to refer to another with which it is closely associated. Example : crown, as in lands belonging to the crown.
7. **Synecdoche:** This type of figure of speech allows words to carry meaning beyond their usual sense. Sometimes, a part is used to represent the whole (e.g., "fifty sails" for "fifty ships"), the whole may represents a part (e.g., "society" for "high society"), a species stand for its genus (e.g., "cutthroat" for "assassin"), a genus ca stand for a species (e.g., "creature" for "man"), or the name of the material can signify the object made from (e.g.,

"boards" for "stage"). Example : "She opened the door and her heart to the homeless boy."

### **C. Sound and Rhythm Devices**

1. Alliteration: The intentional repetition of consonant sounds at the beginning of words placed close together, creating a sense of cohesion and emphasis. Example: wild and woolly, threatening throngs.
2. Assonance: The deliberate repetition of vowel sounds within words to produce musicality and smoothness in the text.
3. Consonance: Repeating consonant sounds either within or at the end of words to strengthen harmony and textual texture.
4. Onomatopoeia: Words crafted to imitate natural or real-world sounds, making descriptions more vivid and engaging.
5. Internal Rhyme: Rhymes occurring inside a single line rather than at the end, adding complexity and a flowing rhythm.
6. Cacophony: The purposeful use of harsh or jarring sounds to evoke tension, conflict, or a dramatic auditory effect.

### **D. Repetition Rhetorical Devices**

1. Repetition: The general technique of repeating words or phrases to highlight key points and ensure they are remembered.
2. Anaphora: Repeating a word or phrase at the beginning of successive clauses, sentences, or verses, often to create a persuasive or poetic effect. Example: we cannot dedicate—we cannot consecrate—we cannot hallow—this ground.
3. Epistrophe: Repeating a word or phrase at the end of successive clauses, sentences, or verses to leave a lasting impression. Example: "Of the people, by the people, for the people."
4. Epizeuxis: Immediate repetition of a word or phrase for intense emphasis and emotional impact.
5. Anadiplosis: Repeating the final word of one clause at the start of the next, linking ideas and reinforcing meaning. Example: "Rely on his honor—honor such as his?"
6. Antanaclasis: Repeating a word within a sentence but with a different or contrasting meaning the second time, often to create

wit or irony. Example: "We must all hang together, or most assuredly we shall all hang separately."

### **E. Irony dan Humour Rhetorical Devices**

1. Irony: A rhetorical strategy in which the intended meaning is the opposite of the literal words, conveying contrast between appearance and reality.
2. Antiphrasis: The use of words ironically or humorously, where the meaning is intentionally opposite to their usual sense. Example: describing a very short person as "this giant of 3 feet 4 inches."
3. Meiosis: A purposeful understatement designed to diminish or downplay something, often creating a stronger impression through contrast. Example: calling a significant problem "a minor inconvenience."
4. Dysphemism: The deliberate replacement of neutral or positive terms with harsh, offensive, or disparaging language to produce a negative or provocative effect. Example: referring to a casual eatery as a "greasy spoon" instead of "diner."

### **F. Structural and Syntactical devices**

1. Chiasmus: A rhetorical structure in which elements of parallel phrases are reversed to produce contrast or highlight meaning. Example: working hard, or hardly working?
2. Anacoluthon: A deliberate syntactic break or inconsistency within a sentence, often shifting structures mid-phrase to create a dramatic or conversational effect. Example: you really should have—well, what do you expect?
3. Hypophora: The technique of asking a question and immediately providing an answer, guiding the audience through reasoning or argumentation.
4. Dialogism: A form of reasoning where a conclusion is drawn from a single premise presenting multiple possible outcomes. Example: gravitation may act without contact; therefore, either some force may act without contact or gravitation is not a force.

5. Analepsis: The insertion of earlier events into the current narrative, interrupting chronological order, commonly referred to as a flashback.
6. Hypallage: A syntactic device involving the interchange of two elements in a sentence, shifting relationships from the logical to the less expected. Example: "You are lost to joy for joy is lost to you."
7. Hyperbaton: The inversion or rearrangement of standard word order for emphasis, stylistic effect, or rhythm. Example: "Judge me by my size, do you?"
8. Syllepsis: Using a single word in the same grammatical relationship to two adjacent words, one literal and one metaphorical, creating layered meaning. Example: "She blew my nose and then she blew my mind."
9. Zeugma: Employing one word to govern or modify multiple words in a sentence, often producing different senses or interpretations for each.

#### **G. Other Devices**

1. Apophasis: Mentioning a topic while pretending not to talk about it, often to draw attention indirectly. Example : we won't discuss his past crimes
2. Antonomasia: Using a name to represent a group of people or replacing a person's name with a title or epithet to show a key trait (e.g., "Solomon" for a wise ruler) or referring to someone by a title or epithet rather than their proper name. (e.g., "The Bard" for Shakespeare).
3. Aporia: Expressing doubt or uncertainty, real or fake, to engage the audience or make them think. Example: "To be, or not to be: that is the question."
4. Litotes: Understating an idea by denying its opposite, often to emphasize it subtly. Example: "Not a bad singer."
5. Oxymoron: Putting together contradictory words to create a striking or thought-provoking effect. Example: "Cruel kindness."

There are so many rhetorical devices, they are elements used in song lyrics to convey messages, emotions, and aesthetics effectively. However, not all of types of rhetorical devices are used the in song's.

#### **2.1.4 Most Powerful Devices in Rhetoric**

This subsection several of the most powerful rhetorical devices that are commonly used to strengthen persuasion and intensify emotional meaning. Through these devices, speakers and writers are able to shape interpretation and enhance the expressive quality of song lyrics.

##### **1. Pathos-driven devices**

Such as metaphor and hyperbole are emotionally powerful. These devices aim to evoke emotions in the audience. Aristotle outlined key elements of rhetoric as persuasive proofs that enhance speech effectiveness. Ethos refers to the speaker's character and credibility, impacting the audience's belief in them, supported by attributes like perceived intelligence, virtuous character, and goodwill. The second element, Pathos, involves emotional appeals that influence the audience's judgment through techniques. Lastly, Logos focuses on logical reasoning to engage the audience, incorporating rhetorical devices that writers or speakers use to persuade effectively. PROF. Kanu Ikechukwu Anthony, (2020) Thus, an understanding of the elements of rhetoric outlined by Aristotle, namely Ethos, Pathos, and Logos, becomes particularly relevant when we consider the use of Pathos-driven devices, such as metaphor and hyperbole, which have significant emotional power.

Metaphors and hyperbole are often used to create a strong emotional connection with the reader or listener. For example, a metaphor compares two things implicitly to add emotional meaning, while hyperbole exaggerates for dramatic effect. In the line with this research, Sperber and Wilson posit that hyperbole and metaphor are fundamentally interconnected, existing on a continuum rather than as entirely separate categories. From descriptive, psycholinguistic, and pragmatic perspectives, they argue that these devices are not genuinely distinct, as they share overlapping functions in communication and cognition (2008: 95) in Carston & Wearing, (2015)

### a) Metaphor

Etymologically, the term *metaphor* is rooted in the Greek language, combining the words *meta* (meaning "to transfer") and *pherein* (meaning "to carry"), signifying the act of transference. In linguistic and rhetorical contexts, a metaphor is defined as a non-literal expression employed to represent one concept in terms of another. Rather than conveying meaning directly, metaphors function as cognitive and communicative tools that facilitate the understanding of abstract, complex, or unfamiliar ideas by linking them to more familiar or concrete experiences. As such, metaphors play a crucial role in conceptualizing and structuring knowledge.

Metaphors can also serve as key indicators for uncovering the meaning of a text Eriyanto, (2012:259) in Bakri & Mahyudi, (2020) As figurative expressions, metaphors do not merely embellish language, but actively shape the way concepts are framed and understood by readers or listeners. Through metaphors, abstract or complex ideas are translated into more concrete terms, allowing for deeper interpretation of the speaker's or writer's underlying intent within a discourse.

According George Lakoff and Mark Johnson, (2017) in their book "*Metaphors We Live By*" metaphors are not just rhetorical devices, but also the way we understand the world. They argue that many of our abstract concepts are understood thru metaphor. By using the right words and arranging sentences with a harmonious rhythm, the writer can create a melody within the words themselves, thus creating a deep emotional effect, known as pathos, for the listener. Thru this analysis, it is hoped that it will help listeners understand the meaning the poet wishes to convey in their verses.

Insani, (2021) added that, the communicator in delivering discourse, does not rely solely on the message itself but also utilizes idioms, expressions, and metaphors to enhance the effectiveness of the discourse. These elements can also serve as tools for interpreting the meaning within a text. A tripartite framework is essential for metaphor analysis: the tenor (the

primary subject receiving figurative meaning), the vehicle (the source domain providing the figurative imagery), and the ground (the conceptual commonality that licenses the mapping between them).

Linguistically, philosophically, and in literary studies, metaphor refers to the act of transferring or carrying over meaning. The use of metaphor involves shifting or transferring an idea or meaning from one object to another in order to generate a new, broader, more specific, or more accurate meaning Steuter & Wills, (2008) in Syas & Rusadi, (2021)

Furthermore, Kövecses (2010) in Syas & Rusadi,(2021) , metaphor studies are divided into two perspectives: the traditional view sees metaphor as a stylistic device for embellishment and clarification, while the modern view, as proposed by Lakoff and Johnson (1980), considers metaphor a cognitive tool rooted in conceptual thinking and everyday reasoning.

A research by Li, Guerin, and Lin (2023) in Li et al., (2023) Research indicates that metaphorical expressions generate a stronger emotional effect than their literal counterparts. The research found that metaphors tend to be more specific, which contributes to their expressive power in conveying emotions. Added Girsang et al., (2023) In the lyrics of the song "My Way" by Frank Sinatra, identified four distinct categories of figurative language: metaphor, repetition, hyperbole, and paradox. Among these, metaphor and repetition emerged as the most prevalent, serving as primary tools for articulating personal emotions and lived experiences, encompassing both joyful and sorrowful dimensions. The lyrics of this song emphasize that how a person faces life depends on himself, and in the end, each individual must face what life brings his way. Furthermore, The incorporation of straightforward metaphors in this song illustrates that the language used in popular music can be readily embraced by audiences while still retaining its emotional impact, Tanduk, (2012) in Listiawati et al., n.d. (2024).

## b) **Hyperbole**

A research by Nur Kamalia & Juanda, (2024) This research highlights how the analysis of the lyrical techniques in the song "Birds of a Feather" reveals a prominent use of hyperbole enhances the expression of emotion. The majority of the hyperbole found has an affective meaning, indicating that the lyrics are designed to evoke a strong emotional response from the listener. This use of exaggerated language creates a deep image and allows the listener to feel the intensity of the feelings expressed in the song. Similarly, research by Yunanda et al. (2021) involved a textual analysis of figurative devices within three of Idina Menzel's signature songs: "Let It Go," "I Got My Love to Keep Me Warm," and "For The First Time in Forever." Of the eleven types of figurative language identified, hyperbole was the most dominant at 31.3%. By exaggerating reality, hyperbole allows songwriters to express deep feelings dramatically, creating a more intense and memorable listening experience.

## 2. **Enhancing Emphasis and Memorable Messages: repetition and anaphora**

Lyrics with specific repetitions or rhymes can create a melancholic atmosphere, inviting listeners to become immersed in the feelings they convey. In rhetoric, repetition is used to improve memorability, create rhythm, and emphasize a point. Based on *Quintilian*, (2024), a Roman rhetorician, discussed the power of repetition in his work *Institutio Oratoria*. He noted that effective repetition can move emotions and leave a deep impression on the audience.

While writers employ numerous techniques to enhance their work, repetition emerges as one of the most potent tools. Psychological research indicates that repetition can have a profound impact on persuasion, influencing an audience's likelihood of agreement. Pioneering work by Richard Petty and John Cacioppo in the late 1970s and 1980s laid the groundwork for understanding this dynamic. Their research suggests that the strategic, balanced use of repetition, when distributed over time, can significantly enhance the persuasive power of an argument. By fostering familiarity and

gradual acceptance, repetition, whether in written or spoken form, plays a crucial role in shaping agreement, particularly when implemented in a measured and deliberate manner, Lewis, (2024) in Department of English, College of Education for Women, University of Kufa, Najaf, Iraq. Abdulkadhun & AL-Muslimawi, (2024).

In addition, research by Abdulkadhun & AL-Muslimawi, (2024) show that the persuasive power of repetition is a technique in both rhetoric devices and stylistics devices. Through analysis, the researcher identified five repetition types used by Fitzgerald: anaphora, epiphora, anadiplosis, epanalepsis, and mesodiplosis. These repetition techniques are evident throughout Fitzgerald's novel, serving as key tools for his writing. In the fields of stylistics and rhetoric, repetition is employed as a deliberate technique to enhance persuasiveness through emphasis, rhythm, and reinforcement of meaning.

Based on these findings, the researcher draws the following conclusions:

- a) Fitzgerald uses repetition to strengthen the impact of his linguistic structures.
- b) Fitzgerald employs various repetition types to influence readers' emotions.
- c) Repetition is recognized as an effective method for achieving persuasion.
- d) By using repetition, Fitzgerald successfully persuades readers, crafting a rhetorically and stylistically rich text.
- e) The enduring popularity of "The Great Gatsby" across generations demonstrates Fitzgerald's ability to create persuasive texts.

### **3. Irony**

Irony is a rhetorical device that creates tension between what is said and what is meant, or between expectation and reality. In the context of song lyrics, irony is used to convey a deeper message, often in an indirect way, inviting the listener to reflect and interpret the meaning contained.

A research by Arianti, (2023) show this research analyzes the use of irony in songs such as "Welcome to Paradise" and "Welcome

to My Life” by Green Day, showing how irony reflects the songwriters’ personal struggles with childhood trauma. Of the four songs examined, a significant majority (three) utilize irony to represent the songwriters' own biographical pain, including themes of a troubled childhood and fractured family dynamics. One song stands as an exception, with no evident correlation between its ironic expression and the writer's personal history. This pattern indicates that songwriting is frequently employed as a vehicle for representing inner emotional states and, in many cases, working through personal trauma. Adi Guna Wibawa et al., (2020) Added the analyzed lyrics of Richard Marx's songs and found that irony is used as one of seven types of figurative language. The use of irony in these songs helps convey emotions and personal experiences in a more profound and reflective way.

The incorporation of irony into song lyrics acts as an artistic mechanism for highlighting contradiction, deepening emotional resonance, and more complex message. Although irony may not be the predominant device in a song, it functions as a significant textual layer that enriches interpretation and invites the audience to engage with the subtext or dual meanings of the lyrics.

These researches confirm that rhetorical devices such as metaphor, hyperbole, anaphora, and irony play a major part in increase the power of persuasive communication. The application of these devices within a song’s texts can enrich the listener's experience, convey messages more effectively, and evoke strong emotions.

### **2.1.5 Lyric of Song**

According to Lars Eckstein (2010) in Nasrullah, n.d.(2023), lyrics and poetry are closely related, as both forms make use of verbal language and commonly apply rhetorical and stylistic devices. These devices are employed to tell stories—as in the ballad tradition—express ideas about life and the world, and sometimes to demonstrate the limitations of language in articulating the interaction between the self and the world.

## 2.2 Previous Studies

The following section presents related work relevant to this research.

Pandey, (2025) in this one relevant research was conducted by analyzing the speeches of two US political figures, namely President Donald Trump and President Joe Biden, in articulating their positions on the climate crisis. This research highlights how the two leaders use various framing strategies as a form of rhetorical action that also functions as a persuasive tool. The results of the analysis show that Donald Trump tends to use negative frames that contain elements of fear, such as the potential for job losses and economic losses associated with the United States joining the Paris Climate Agreement. This strategy puts Trump on the defensive and strengthens his rejection of international environmental policies. Differing in tone, Joe Biden adopts a positive frame that supports his arguments more constructively and in line with the principles of environmental justice. Biden's rhetorical style aims to build optimism and solidarity towards the issue of climate change, thus displaying a more progressive and visionary approach. This study concludes that in the context of technical and public communication, the success of arguments can be strengthened by the use of language that is able to build new frames, not just following existing ones.

However, while these studies share rhetoric as their core analytical focus, the key distinction lies in their scope and context. Their research centered on a comparative rhetorical analysis of political speeches by Donald Trump and Joe Biden, specifically examining their framing strategies in addressing climate change issues within political oratory. This research will analyze rhetorical devices in the song lyrics "Crawling" and "Brompton Cocktail" to understand how language creates emotional effects in music. The research will focus only on the words in the lyrics, not the music, to explore how words can express feelings and convey meanings.

According to Hanum & Ratnadewi, (2017) This research analyzed various rhetorical devices in Jokowi's political speech using stylistic and contextual approaches. Identifying various figurative languages including anaphora, simile, and epiphora within political discourse.

Their research demonstrated how these devices function as persuasive tools in formal diplomatic communication.

While their research provided valuable insights into political oratory, it was confined to formal speech contexts. This limitation presents an opportunity to explore how rhetorical devices operate in different textual genres. This research focuses exclusively on the lyrical text, examining how rhetorical strategies function in poetic composition and contribute to emotional expression in songwriting. This textual approach allows for deeper understanding of how rhetorical devices enhance meaning and artistic impact in contemporary music lyrics.

Then, Muhin, Wijayadi, & Waode, (2017) investigated the strategic use of *ethos*, *pathos*, and *logos* by participant of American political debates through the application of descriptive qualitative research principles. As demonstrated by the data, that both candidates used these three rhetorical elements to build credibility, evoke emotions, and present logical arguments. However, this research was limited to the realm of oral political communication.

Therefore, this research will address this gap by analyzing rhetorical devices in the song lyrics "Crawling" and "Brompton Cocktail". The fundamental differences lie in the research objects (political debates vs song lyrics) and analytical focus (rhetorical proofs vs rhetorical devices). This study will expand rhetorical analysis into the realm of music by exploring stylistic language aspects such as metaphor and personification.

Furthermore, Wahyudi, Wijayadi, & Wijaya (2022) Their research examined how metaphors function within political discourse by focusing on Malcolm X's speech, demonstrating how metaphors effectively serve as tools for political persuasion. While maintaining a similar qualitative approach to metaphorical analysis, this research expands the scope to include various rhetorical devices beyond metaphors. In contrast to the political context of the prior research, this study shifts the focus to song lyrics, aiming to understand how rhetorical strategies function within an artistic context.

Based on Gultom, (2021) This research identified 11 types of rhetorical devices in Jamie Miller's song lyrics, including alliteration, anaphora, simile, metaphor, personification, and irony. The results

showed that alliteration was the most dominant device used, reaching 18.66% of the total rhetorical expressions found. Existing analyses have primarily examined specific pop genres of Jamie Miller. Investigating rhetorical devices in additional genres—particularly alternative rock and metal—and among various artists could enhance understanding of how these devices operate within distinct musical contexts.

In addition, Peterson, n.d. (2018) analyzed the campaign songs officially used by Republican and Democratic contenders in U.S. presidential elections from 1972 to 2016. By applying Sellnow and Sellnow's "Illusion of Life" approach, he evaluated the congruence between lyrics and music in campaign songs. The results showed that candidates representing both major parties, Republican and Democratic tended to choose songs with congruence between lyrics and music, and this tendency increased over time. Interestingly, although such congruence can reduce listener appeal, its use actually increased. In addition, it was found that Republican candidates were more likely to use positive and patriotic songs, while Democratic candidates tended to choose songs that criticized the state of the nation.

The research also noted a shift since the 1970s, where campaign songs began to focus on universal themes that could appeal to voters from various backgrounds, rather than just direct support for a particular candidate. This research makes an important contribution to understanding how music is used as a rhetorical tool in modern political campaigns, as well as how song choices can reflect the communication strategies and images that candidates wish to build.

Based on the both research, this research shares similarities and differences with them. The main similarity is that all the studies, including this current research, focus on rhetoric as their core area of investigation.

However, key difference lies in the object of the research. Gultom's research, on the other hand, examined the rhetorical devices present in Jamie Miller's song lyrics., emphasizing how language is used to express emotion and meaning in a musical context. Meanwhile, Peterson's research focuses on A Rhetorical Analysis of Campaign Songs in Modern Elections, a study that investigates campaign songs

used in contemporary U.S. elections by assessing the effectiveness of their lyrics and musical elements through the “Illusion of Life” theory.

And, Jannah et al.,( 2022) a research which examined how song lyrics as a learning medium for pronunciation aspects of connected speech. Their research employed a qualitative descriptive approach with questionnaires and interviews involving 20 students. The findings revealed that students had positive perceptions toward using song lyrics to learn connected speech features such as assimilation, elision, linking words, and intrusion, considering it an enjoyable and effective method that improved their pronunciation skills and made them feel closer to native speakers. Their research explored connected speech features in song lyrics, but focused exclusively on phonological aspects for pronunciation learning rather than rhetorical devices for artistic expression.

Besides, Pramudita et al., (2017) examined persuasive techniques in Jafra beauty product advertisements, analyzing various rhetorical strategies including repetition, strong arguments, and metaphors in commercial texts. Their research demonstrated how rhetorical devices function in advertising discourse to influence consumer behavior. Nevertheless, the research was limited to commercial contexts and did not explore the artistic application of rhetorical devices in literary works.