

## CHAPTER I

### INTRODUCTION

This part discusses background of the study, statement of the problem, objective of study, significance of the study, scope and limitation, definition of the key term, and research method.

#### **A. Background of the Research**

Speech is basically an act of individual selection and interpretation by using language as a media and so familiar in our daily life that we rarely pause to define it. It seems natural to some people. Speech is the most important part in communicating verbally to express the message to be conveyed. It is normally used as a reference to express one's personal thought. In speech, speakers can perform many different intentional speech acts, e.g., informing, declaring, asking, persuading, and directing. Moreover, speakers can use enunciation, intonation, degrees of loudness, tempo, and other non-representational or paralinguistic aspects of vocalization to convey meaning. Speech is one of public speaking activities which commonly is in form or formal talk performed by leader to express his opinion, or give an overview about a think o event that is important and should be discussed. There are some examples of

speech such graduation speech, leadership speech, religious speech, oration, farewell speech, and president official speech.

Ir. Soekarno, Barrack Obama, Steve Jobs, Muhammad Ali are some of the public figures known for having charisma in their speeches. Their speeches are outstanding, not only because of the information, opinions and ideas offered, but also because of the way the speech delivered and the elements contained in the speech which led them become a huge success. Most of these inspirational and motivational speeches have rhetorical devices.

Rhetoric is a technique of language use. It is an art of effective and persuasive expression used in a language either in spoken or written communication. It has purposes such as to persuade and invite people to do the action and agree with the speaker's argumentation. Nowadays, the society needs the leader who can lead and has the ability to speak and influence people. For exact instance is Barrack Obama who has good speaking skill. He can share his ideas in a certain occasion and create a successful power in his leadership.

The fact, the ability to write, speak or deliver the speech is the major instrument to affect the mass. Language is used to convince other people. As a matter of fact, disability to use the appropriate language can bring speaker to give misstatement or unclear information which affect the speaker negatively. By learning rhetorical devices, speakers can write a script of the speech well and use appropriate language in their speech.

In this current study, the writer focuses on the speech as the subject to be analysed because there are direct interactions between the speaker and audience. The first point is about strategies that speaker use to produce persuasion. Then the second point of the study the style and language to be used. Then the third point is about how the speaker creates the arrangement of the argumentation in his speech. Furthermore, this study focuses on the second point which is related to style or language to be used in the speech. Thus rhetorical devices are the part of the language style usually used in speech. Rhetorical devices are the techniques which author uses to convey the listeners using designed sentences in order to persuade and to get the purpose of the topic. Some experts define the rhetorical devices as the art of persuading the listener or audience.

In this case, rhetorical devices are used to attain rhetorical goal. There are many rhetorical devices which can be analysed as illustrated by Robert A. Harris (2013). Even though the writer prefers only some rhetorical devices in this study; those are parallelism, epizeuxis, anaphora, anadplosis, antimetabole, enumeration, climax, and but these devices can represent all the data. The aim of using this theory is going to find rhetorical devices in Denzel Washington transcript speech titled “Put God First” at the graduation of Dillard University under critical discourse analysis perspective and to see how rhetorical devices constructed in Denzel Washington transcript speech.

However, instead of understanding the meaning of the word produced by the speaker, the writer needs to see the context of speech. Critical Discourse Analysis (CDA) is taken as the approach in this study because the writer expects to get a deep explanation on the rhetorical devices constructed in the speech.

There is a specific reason why the writer decided to analysis Denzel Washington transcript speech. The writer is amazed to see his acting in all his films where he often stated impressive quotation and surprised because he apparently gave a great speech at the graduation of Dillard University. Because of the interest in this character, the writer finally decided to choose his speech to be the data of this study.

Finally, the writer conducted a research namely AN ANALYSIS OF RHETORICAL DEVICES IN DENZEL WASHINGTON TRANSCRIPT SPEECH TITLED “PUT GOD FIRST” AT THE GRADUATION OF DILLARD UNIVERSITY. The writer considered this research can assist readers to become more aware of the rhetorical devices in speech.

## **B. Questions and Scope of the Research**

### **1. Questions of the Research**

In this part, the writer tried to answer the questions about the rhetorical devices as follows:

1. What kind of rhetorical devices are used by Denzel Washington in his transcript speech titled “Put God First” at the graduation of Dillard University?
2. How the microstructures of rhetorical devices are applied in Denzel Washington transcript speech titled “Put God First” at the graduation of Dillard University?

## **2. Scope of the Problem**

Based on the background that has been described above, among many rhetorical devices proposed by Harris (2013), this study focuses on the analysis of Denzel Washington in his transcript speech titled “Put God First” at the graduation of Dillard University.

## **C. Objective and Significance of the Research**

### **1. Objectives of the Research**

Based on the problems of the research mentioned above, the objectives of the research are described as follow:

1. To identify the rhetorical devices used by Denzel Washington in his transcript speech “Put God First” at the graduation of Dillard University.

2. To explain the micro structure of rhetorical devices applied in Denzel Washington transcript speech “Put God First” at the graduation of Dillard University.

## **2. Significance of the Research**

The result of this study is expected to give a contribution theoretically and practically for readers, orators and other researchers.

Theoretically, the writer of this research hopes to give a deeper understanding on investigating rhetorical devices, contribute to the theory by using the empirical data, and improve the reader’s knowledge about of rhetorical devices.

Practically, the result of this study is expected to be useful for anyone, either the orators who want to be a good public speaker to develop the way they deliver the speech by applying rhetorical devices. It is also expected to be a meaningful contribution to the lectures as the references in teaching rhetorical speech in CDA approach and in teaching public speaking. Furthermore, this research is expected to provide the important direction which can be followed up by the next researcher for their research about Rhetorical devices.

## D. Operational Definitions

After having read and understood many theories of the title components, which have been found in the various reference rhetorical devices, the researcher can conclude and give explanation that:

### 1. Rhetoric

Rhetoric is about strategic choices and approaches to communication whether textually, verbally, or even aurally and visually. When we communicate to different types of audiences about the same topic, we make strategic decisions on what details to include or omit, what types of evidence or support to use.

### 2. Rhetorical device

Rhetorical device is technique or the language designed which is used by the speaker in their speech to persuade the listener or audience. In this study, the writer focus on Robert A. Harris theory (2013) about rhetorical devices that consist of parallelism, epizeuxis, anaphora, anadplosis, antimetabole enumeratio, and climax. Parallelism is recurrent syntactical similarity. Several parts of a sentence or several sentences are expressed similarly to show that the ideas in the parts or sentences are equal in importance. Parallelism also adds balance and rhythm and, most importantly, clarity to the sentence. While Epizeuxis is repetition of one word (for emphasis). Next rhetorical device is anaphora which means the repetition of

the same word or words at the beginning of successive phrases, clauses, or sentences, commonly in conjunction with climax and with parallelism. Another rhetorical device discussed in the research is anadiplosis. It is repeat the last word of one phrase, clause, or sentence at or very near the beginning of the next. It can be generated in series for the sake of beauty or to give a sense of logical progression. Moreover, antimetabole which is defined as reversing the order of repeated words or phrases (a loosely chiasmic structure, AB-BA). The last two devices are enumeration which detailing parts, causes, effects, or consequences to make a point more forcibly and climax which consists of arranging words, clauses, or sentences in the order of increasing importance, weight, or emphasis

### 3. Verbal Communication

Verbal communication is a form of communication delivered by the communicator to the communicant in written or oral manner. Verbal communication occupies a large portion because in reality, ideas, thoughts or decisions, more easily conveyed verbally than nonverbal. It is expected that the communicant (both listeners and readers) can more easily understand the messages conveyed. An example is none other than, verbal communication through verbal can be done using the media, such as someone who is conversing by interview, telephone or speech.



#### 4. Speech

Speech is a technique of speaking by effectively using words or language that is displaying the skills or skills in doing the choice of words that can give effect to the listener.

#### 5. Critical Discourse Analysis

The technique of critical theory of language which sees the use of language between the connection of language, social power and social practice. Van Dijk concept of CDA will be applied this study.

#### 6. Micro structure

Part of Critical Discourse analysis beside Macro Structure and Super Structure.

#### 7. Methapor

Part of micro structure beside Graphic and Image / Expression

### **E. Systematization of the Research**

The systematic of the research means to present the research well edited composition. This research is divided into five chapters as follow:

Chapter I is introduction that explains about the background of the research, the questions and scope of research, objective and significance of the research, operational definition and the systematization of the research.

Chapter II is theoretical description which consists of the definition of rhetorical device, study of the relevance.

Chapter III is methodology of the research covering about the method of the research, procedure of the research, technique of the data collection, technique of the data analysis, and sources of the primary and secondary data.

Chapter IV is analysis that shows about the data description, data analysis, and interpretation of the research finding.

Chapter V encompasses conclusion (relates to hypothesis discussion) and suggestion (relates to significant of the research).

