

# CHAPTER I

## INTRODUCTION

This chapter discusses background of the research that describes the reason why the writer intends to conduct the research. On the basis of the reason, statement of research problem, objectives of the research, significance of the research and scope and limitation of the research are formulated. Definition of key term is given so that the readers are expected to have the same interpretation in understanding of the research and the last part of this chapter is.

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

As a social being, everyone needs communications to deliver their mind to others. Keyton (2011) stated Communication can be defined as the process of transmitting information and common understanding from one person to another. It means that communication is very important to people. When people communicate with others, people always use the expression, gesture, body language, and attitude. Communication is not only used to deliver either idea or feel, but also needs some supporting point so the receiver will understand and pay attention to what the people spoke. Communication can be likened to a pipeline in which information is transferred from one person to another. For the public speaker, it needs an important speaking technique to persuade the audiences. So, the audience can

receive what the public speaker said, for example, is in the News broadcaster field.

In carrying out the duties, a news anchor must have the ability to use good spoken language by giving a touch of style (art) in its delivery to captivate and inspire listeners, know and understand the message it conveys. The art of speaking will help someone to become a successful speaker who can show the power of his language to persuade people with their persuasion, form perceptions, and gain public sympathy (Asmara, 2016, p. 380). This certainly requires mastery of speaking techniques that are not only good but also interesting, so that they can speak and present in a clear, concise, and impressive manner to the listeners. The art of speaking is realized in the presentation of information.

Rhetoric is the art of using words impressively; both oral and written, or talking to many people using performances or fiction (Suhandang, 2009, p. 26). Rhetoric as the art of speaking is not only defined as the ability to speak fluently and clearly, but the rhetoric is the ability to speak and make speeches briefly, concise, clear, and impressive. Rhetoric as an art of speech is a form of communication that is directed at delivering messages to influence the audience so that they can pay attention to what is conveyed properly (Heryanto & Zakarsy, 2012). Rhetoric is often equated with public speaking, which is a form of oral communication conveyed to a large group of people, but actually, rhetoric is not just speaking in public but is a combination of the art of speaking and knowledge of a particular problem to convince a large

number of people through the persuasive approach (Rakhmat, 1999). Rhetoric is the art of speaking or writing effectively (Merriam Webster). Everyone especially public figures always have and use strategies to concept their speech become interesting and understandable. Study of rhetoric is about role of persuasion skill of language which influences the audience to pay attention and believe what the speaker said. In other hand, rhetorical study are persuasion process which has important side to build the meaning and interesting side which has invite people to change what the audiences believe and understand about the speaker said.

Recently, according to Agustina (2017) on her research entitled Rhetorical Figures Analysis on Mike Pence's Speeches there are many divisions of rhetoric, such as rhetorical devices, rhetorical strategies, and rhetorical figure analysis. In rhetorical devices, it focuses on debate analysis and speech. This division is used to construct the argument and make a consistent argument more compelling. The researches about rhetorical devices had been done by Zakiyah (2015) and Hanim (2016). Those researches revealed that the use of metaphor, parallelism, pronoun, euphemism, and the rule of three used when the speaker wanted to highlighted the important message from his speech.

The next is rhetorical strategies that deal with persuasion theory in the form of spoken language. This theory is based on how the step, attention, need, satisfaction, and visualization when doing speech (Monroe, 1970). Meanwhile rhetorical figure that focuses on figurative language in the form of

word and phrase that is used by people in speech. This part contains the literal meaning of context speaking. According to King (2010), rhetorical figures are often used in advertising analysis to deliver the influential message and increase consumption. The rhetoric used in any kind of field, for example, the advertisement is useful for persuading people to buy something. For politicians, this technique can be a tool to persuade others when they have meetings like delivering opinions.

Related to this research, there have been some studies related to rhetoric. First is Speech object on rhetorical devices had done by Hanim (2015) that is focused on analysis of rhetorical devices used by Glen Back in his speech. Second is Strategi Retorika verbal dan nonverbal Karni Ilyas dalam acara Indonesia lawyers club by Wulandari (2018) that is focused on the rhetorical verbal and non-verbal of Karni Ilyas. The third is the research by Rizqiyah (2016) that is focused on the strategy of rhetorical questions used by Najwa Shihab on the “Mata Najwa” program. The last is Agustina (2017). She analyzed the rhetorical figure used by Mike Pence in his speeches. In her research, she showed us what kind of rhetorical figure that is used by Mike Pence when he delivered his first two speeches to the public. Furthermore, her research has good results in finding the rhetorical figures. From these previous studies, the researcher found the gap to be investigated deeper that rhetorical figures are not only used in advertisement and speech but also in other fields, i.e. debate, the text of news anchor and play script. So, here the researcher investigated rhetorical figures in the news anchor.

Rhetorical figures in news anchor become important to be investigated deeper because rhetoric and news anchor are inseparable things. A news anchor is a communicator who speaks in a news program. Therefore, a news anchor is required to have an amazing mastery of rhetoric (Wiyanto and Astuti, 2002, p. 2). It is related to the success of their program. A news anchor with rhetoric mastery can convey messages well. So, the program will be smooth and enjoyable and make the audiences stay closer and follow the news until the end. This is in line with the types of news anchor strategies in presenting a television program according to Rakhmat (2004, p. 98) which include: persuasion techniques, determining the attractiveness of the motive, imagery, and persuasion messages. In Rhetoric's book, Aristotle put forward three conditions that must be met to hold persuasion, namely: The character and credibility of the speaker, the speaker's ability to control the emotions of the audience, and the evidence or facts needed to prove a truth (Keraf, 2000, p. 121-124).

As in Aristotle's theory in Abidin's book, Jalaluddin Rahmat's quote, in rhetoric, there are three core parts, Ethos (ethical), namely the character of the speaker that can be seen and the way he communicates, which shows the audience that we have a trusted personality and extensive knowledge. pathos (emotional), namely the emotional feelings of the audience that can be understood with the "mass psychology" approach, therefore we must be able to play with the listener's feelings, logos (logical), namely the selection of

words or sentences, expressions by the speaker correctly, in the sense of having evidence and examples concrete for the public (Abidin: 2013, 17).

The National Broadcasting Company (NBC) is an American English Language commercial terrestrial radio and television network. This is the most famous media that always serve the factual news with good and professional News Anchor. One of the popular TV programs is NBC Nightly News Broadcast which is broadcasted by Lester Holt. According to a new Hollywood Reporter/Morning Consult Survey of about 2,200 adults, Lester Holt is being the most trusted television news personality in America, trusted “a lot” by 32 percent of respondents and “some” by 30 percent (<https://www.hollywoodreporter.com/news/who-are-americas-trusted-tv-news-anchors-poll-1160597>). He is also the famous journalist that has many experiences in communicating with an important person in America like Donald Trump. To carry out this important role in journalists and news media, of course, he would be full of using rhetoric in every show and communication. Thus, it can be essential to investigate: Rhetorical Figure used by Lester Holt as the News Anchor in NBC Nightly News Broadcast.

## **B. Statement of The Research Problems**

Regarding the background of the research explained previously, the research question is “What are rhetorical figures used by Lester Holt as the news anchor in NBC Nightly News Broadcast?”

### **C. Objective of The Research**

According to the formulation of research problem, the objective that will be explained in this research is “To reveal the rhetorical figures used by Lester Holt as the news anchor in NBC Nightly News Broadcast.”

### **D. Significance of The Research**

The results of the research are expected to give contribution to the theoretical and practical uses of language.

1. Theoretically, the research findings are expected to give deeper understanding on investigating rhetorical figures and it can enlarge the reader’s views on rhetorical figures and open new insight using rhetorical figures in news anchor analysis.
2. Practically, the research findings will be useful for anyone, either the orators or the students who want to be good public speaker to be able to develop the way they deliver the utterance for example as the news anchor which is illustrated by Lester Holt.

### **E. Scope and limitation of The Research**

The scope of this research covers an analysis of the rhetorical figures. Yet the limitation of this research is analyzing rhetorical figures used by Lester Holt in his news show in NBC Nightly News Broadcast. The researcher chose the data scene of this program at September 18th, 2020 in YouTube Media. In the news that contains of: first news is about delivering

introduction of news title and channel, and followed by first topic about “Justice Ruth Bader Ginsburg Dead at 87”, and the second topic is U.S. On Brink of Surpassing 200,000 Corona virus deaths and the last topic is multiple Tropical Storms, Hurricane Teddy In Atlantic. The researcher used rhetorical figures theory proposed by Edward F. McQuarrie and David Glen Mick (1996). This theory is applied in this research because easy to understand and able to cover the data. In addition, the researcher analyzed the type of the rhetorical figure used by the speaker.

## **F. Definition of Key Terms**

In order to give the clear information and as guidance for the readers to understand the whole research, the definition of the terms are given here.

### **1. Rhetorical figures**

According to American Heritage Dictionary of English Language, Rhetorical figures or also called as figure of speech used in this research, is defined as an expression that uses language in a non literal way.

### **2. News anchor**

According to Wikipedia, News anchor is a person who presents news during a news program on the television, on the radio or in the internet.