

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the writer is going to explain about the theories and previous study that related with the topic for this research. They are rhetoric, rhetorical figures, and news anchor.

A. Rhetoric

Based on Merriam Webster rhetoric is the art of speaking or writing effectively. King (2010) rhetoric is persuasive art in the language which is useful to build understanding in implicit meaning. Meanwhile, James (1994) states that rhetoric is a relatively unique term in that it functions simultaneously as a term of abuse in ordinary language, as a conceptual system, as a distinct stance toward discourse production, and as a characteristic set of arguments. Then, St. Augustine Booth (2004:6) stated that rhetoric is the art of expressing clearly, ornately (where necessary), persuasively, and fully the truths which thought has discovered acutely. Also, Joas and Olmsted (2006:2-3) stated that rhetoric can be very well theorized in a strong sense that specific principles can provide the direction for inquiring into thought and persuasion.

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). The three branches of rhetoric include deliberative, judicial, and epideictic.

1. Deliberative Rhetoric

Deliberative rhetoric is speech or writing that attempts to persuade an audience to take (or not to take) some action.

2. Judicial Rhetoric

Judicial Rhetoric is speech or writing that considers the justice or injustice of a certain charge or accusation.

3. Epideictic Rhetoric

Epideictic Rhetoric is speech or writing that praises (encomium) or blames (inventive). Also known as ceremonial discourse, epideictic rhetoric includes funeral orations, obituaries, graduation and retirement speeches, letters of recommendation, and nominating speeches at political

conventions. Interpreted more broadly, epideictic also include works of literature.

In the field of communication, learning the theory of public speaking or rhetorical theory is learning the art of effective discourse. The theory of rhetoric centers on thinking about rhetoric, which Aristotle called the available persuasion tool. It means that a speaker who is interested in persuading his audience must consider three rhetorical pieces of evidence: logic (logos), emotions (pathos), and credibility ethics (ethos).

It can be concluded that rhetoric is a technique of speaking using correct languages to speak clearly, concisely and effectively in public. Also, to mastery rhetoric it needs a knowledge and skill.

B. Rhetorical Figures

Rhetorical figures are one of the devices in rhetoric. According to American Heritage Dictionary of English Language, Rhetorical figures or also called as figure of speech is defined as an expression that uses language in a non-literal way. Rhetorical figures are commonly appearing in advertising language. In the advertisement field, the use of rhetorical figures is calculated to have a specific effect on potential consumers. If the rhetorical figures do have some impact, it is understandable that they are so frequently used in advertising and empirical analysis has shown that they are an effective means of persuasion (McQuarrie and Mick, 1996; Tom and eves, 1999).

There are some theories about rhetorical figures, as the example of the theory by Roland Barthes. Here, the theory used is Edward F. Mc Quarrie and David Glen Mick (1996) because it is the newest theory and more understandable than others. The framework of classifying the rhetorical figures modes by scheme and tropes.

1. Scheme

Scheme is a regular deviation by rearranging in the surface of the text. It means scheme only relies on the structure of the sentence. Scheme concerning with repeating sound to create a rhyme to organize the physical or sensory context. There are 3 classifications of the scheme, repetition, parison, and reversal.

1.1 Repetition

Repetition is repeating sound in combining words without changing the meaning of the element. It concerns about the figure of rhyme, chime, alliteration, anaphora, epistrophe, epanalepsis, and anadiplosis.

a. Rhyme

Rhyme is a popular literary device in which the repetition of the same or similar sounds occurs in two or more words, usually at the end of lines in poems or songs. In a rhyme in English, the vowel sounds in the stressed syllables are matching, while the preceding consonant sound does not match. The consonants after the stressed syllables must match as well. For

example, the words “gaining” and “straining” rhyme words in English because they start with different consonant sounds, but the first stressed vowel is identical, as is the rest of the word. For Example: the biggest, the richest, the tallest, the smallest. These words have a similar rhyme at the end of sound (est).

b. Chime

Chime is a repetition that occurs in a phrase to begin sound of 2 words. These figures are found in many cases because the repetition is very common. For example: this thing. The examination has the same sound (-thi) at the beginning of words. It is common figures that appear in sentences.

c. Alliterations

Alliteration is a repetition between words that occurs in the same first consonant sound it is not the only repetition in the poetry but also the speech, debate, and another form. For example: a big brown, baby bear. These examples have the same consonant (b-) at the beginning of words. It creates alliteration in utterance properly as rhetorical figures.

d. Anaphora

Anaphora is a repetition of words that occurs in the beginning of phrases or in the first word or set of words in one sentence. Clause or phrase is/are repeated at very near the beginning of successive sentences, clauses, or phrases; repetition

of the initial word(s) over successive phrases or clauses. For example : That my heart has been troubled, that I have not sought this nomination, that I could not seek it in good conscience, that I would not seek it in honest self-appraised, is not to say sensory context value it the less. Rather, it is that I revere the office of the Presidency of the United States. The underline examples provide an understanding of anaphora which contains the repetition (that I) in the beginning of these phrases.

e. Epistrophe

Epistrophe is a repetition of words at the end of phrases. Epistrophe is a stylistic device that can be defined as the repetition of phrases or words at the end of the clauses or sentences. For example: Scarcity and want shall shun you, Ceres' blessing s is on you. Word "you" mentions twice at the end of two phrases. Bold words are epistrophe's style. It creates a better sentence because it creates almost similarities as a proverb.

f. Epanalepsis

Epanalepsis is figures of emphasis in which the same word or words both begin (s) and end (s) a phrase, clause, or sentence: beginning and ending a phrase or clause with the same word or words. For example: "Nothing is worse than doing nothing." The underlined words "nothing" exist in the beginning and the end of the sentence. It is the word choice called by epanalepsis.

g. Anadiplosis

Anadiplosis is a figure of repetition that occurs when the last word or term in the sentence, clause, or phrase is repeated at or very near the beginning of the next sentence, clause, or phrase. For example: When we win, we win big, I had a problem, and my problem was getting bigger by the minute. The underline shows anadiplosis because the word “win” and the second sentence “problem” repeat twice very close in a sentence.

1.2 Parison

Parison is a rhetorical term for corresponding structure in a series of phrases, clauses, or sentences-adjective to an adjective, noun to noun, and so on. In grammatical, the parison is a type of parallel r correlative structure. Thus, this figure is a memorable style in rhetoric commonly used in advertising slogan for products. Example: “The louder he talked of his honor, the faster we counted our spoons.” (Ralph Waldo Emerson, “worship”

Everything you want, nothing you don’t. (Slogan for Nissans automobiles)

Here, in these examples, there are similarities in sound and word choice that makes the beautiful sentence engage with the meaning. In the first example word, “louder” has a similar pronunciation as “honor, faster”. It is a similar rhyme (-r) at the end of the word but it can be matched with the meaning.

1.3 Reversal

Reversal is deviation with mirror formula of one another in the expression. It focuses on antimetabole and antithesis.

a. Antimetabole

Antimetabole is a figure of speech in which words or clauses from the first half of a sentence are repeated in the second half of the sentence in reverse order. Also, it is a literary and rhetorical device in which a phrase or sentence is repeated, but in reverse order. Writers or speaker use antimetabole for effect-calling attention to the words or demonstrating that reality does not always looks like what it seems by using the reversal of words. For example: You like it, it likes you. The example shows the word “you” repeats at the beginning of the first phase and the end of the second phrase.

b. Antithesis

Antithesis is a binary opposition that occurs in a sentence. Antithesis, the literal meaning opposite is a rhetorical device in which two opposite ideas are put together in a sentence to achieve a contrasting effect. Antithesis emphasized the idea of contrast by parallel structures of the contrasted phrases or clauses, i.e. the structure of phrase and clauses are similar to draw the attention of the listeners or reader. For example: My mom and dad. In the example, mom is the opposite of dad.

2. Trope

According to McQuarrie and Mick (1996), a trope is an ordinary deviation of a word that contains excessive irregularity. Thus, a trope is the text related to semantic and background knowledge which is concerned with the meaning. There are two classifications of Trope as follows.

2.1 Substitution

Substitution is a simple trope that might be a special adjustment by the listener to understand the context of the text. It consists of hyperbole, ellipsis, epanorthosis, rhetorical question, and metonymy.

a. Hyperbole

Hyperbole is a deliberate exaggeration of a person, thing, quality, event to emphasize a point external to the object of exaggeration; intentional exaggeration for rhetorical effect. According to Merriam Webster, hyperbole is a language that describes something as better as or worse than it is. It means that the language tries to create impression more than the reality. Example: Her mistakes are as large as the mountain.

b. Ellipsis

Ellipsis is an omission that has to be supplied by the listener or reader. Thus, it is an omission of words that are mutually understood and thus unnecessary. This type of ellipsis usually can be understood by the listener because of the parallel

structure. Example: I will go to Jakarta on Monday, my sister on Wednesday. Here, the example shows that the listener will understand the statement of the second phrase “my sister on Wednesday” because it has parallel meaning from the first phrase “I will go to Jakarta on Monday”.

c. Epanorthosis

Epanorthosis is a figure of speech that signifies emphatic word replacement. It is about emphasizing words in the next phrase. Example: She told about how poor you, yeah...you! In the example, Epanorthosis found in the word “yeah...you!”

d. Rhetorical Question

A rhetorical question is asking just for effect to emphasize on some point discussed with no real answer expect. It is a question that the speaker asks without expecting an answer from the audience. The question might be one that does not have an answer. It might also be one that has an obvious answer but you have asked the question to make a point, to persuade or for some effect. For Example: Do you want to be a success in this world? This example shows that from the rhetorical question the audiences do not need to answer the question because everybody already knows that anyone wants to be a success.

e. Metonymy

Metonymy is changing of a word that can represent something broader. For example: England should be silent. The word “England” does not mean all the people of the country. It might be just the government or several people who are related to the conversation.

2.2 Destabilization

Destabilization is a complex trope. It has multiple and unspecific meaning in the expression. Destabilization consists of metaphor, pun, irony, and paradox.

a. Metaphor

Metaphor is a figure of speech which makes an implicit, implied, or hidden comparison between two things that are unrelated but share some common characteristic. It can make the speaker keeping in touch with others. For example: Time is a thief. The example emphasizes that time is very important for life. It means do not waste if you won't be lost golden time.

b. Pun

A pun is a play on words, either on different senses of the same word or on the similar sense or sound of different words. It creates an ambiguous meaning that makes the audience think what beyond the sentence. Example: Time flies like an arrow.

Example of this pun is an ambiguous sentence that needs more analysis based on the speaker's background.

c. Irony

Irony is a statement that means the opposite of what is said. It is a figure of speech which has different from the actual meaning of the words. It may also be a situation that may end up in quite a different way than what is generally anticipated. In simple words, it is a difference between appearance and reality. For example: Oh great! You broke my cycle. The example describes the speaker is annoyed because someone broke the cycle but the sentence uses the word "oh... great!"

d. Paradox

Paradox is a statement appears to be self-contradictory or silly. It is a statement or proposition that, despite sound reasoning from an acceptable premise, leads to a conclusion that seems senseless, logically unacceptable, or self-contradictory.

C. News Anchor

1. Definition

Based on Wikipedia, news anchor, or simply an anchor is a person who presents news during a news program on the television, on the radio, or the internet. Internationally, three categories can be said as television news broadcasters, namely the newsreader, newscaster, and news anchor. These three categories have different roles and responsibilities as a news

anchor. Newsreader is the person who only reads news from a teleprompter without improvising or commenting on the news he reads. Furthermore, newscaster is a person who broadcasts news programs as well as working as a journalist who participates in news coverage or news production, that is, actively participates in making news scripts that he will read. Meanwhile, the news anchor is the person who provides news material and is often involved in giving improvisations as well as commenting on live broadcasts even in charge of writing and editing news for their programs. Then, it can be said that the tasks performed by the newsreader and newscaster are included in the duties of a news anchor.

2. Criteria of Good News Anchor

Being a good News Anchor requires some skills, here are the characteristics that a news anchor must possess, among others, are:

a. Rhetoric and communication skills

One of the criteria that must be possessed by a news anchor is to have rhetorical skill. This is necessary because a news anchor must convey the news using the right words, correct and impressive. That means speaking concisely, clearly, and effectively. Clear to understand, short to save time, and effective at influencing the audience. Besides, a news anchor must also have adequate communication skills. Rhetoric is the right instrument to influence others. The inability to use language or express messages properly can have a negative impact in terms of understanding a message of

audiences. Therefore, adequate knowledge of rhetoric and communication skill is needed by a news anchor.

b. Cleverness

One of the characteristics that a news anchor must have is clever and knowledgeable which includes general knowledge, language acquisition, adaptability, and strong memory power. Often, a news anchor is required to improvise comments on a live broadcast. Therefore, intelligence and insight are things that must also be owned by a news anchor. With extensive knowledge, it will make a news anchor not just talk on duty but able to appear with creativity. Then, cleverness is also the capability to be able to make decisions quickly and accurately.

c. Good Appearance

A news anchor should have a neat, clean, and good appearance. Indirectly, the appearance of a news anchor is a reflection of a program that is carried on a television media. If the appearance is good, it will make a good impression in the eyes of television viewers. To present a good appearance requires one's character and personal experience. What is meant here is that a person's personality will determine how he looks. Besides that, the experience is also very important to determine how to present a good appearance.

d. Disciplined and teamwork skill

News anchors are not only required to have the ability of their selves but also can work with the team. This is because a television program is carried out by a group of people who have their respective duties and roles. For example, some serve as program directors, cameramen, lightman, news anchor, etc. all of which will produce a successful broadcast if there is a synergy between the roles and duties of each. Besides being able to work with a team, it also requires a disciplined attitude for each individual.

3. Rhetorical Criteria of News Anchor

According to Aristotle, Rhetorical canon is the principle or requirement that a speaker needs to pay attention, or in this case is news anchor, for an effective persuasive speech. There are five classifications of rhetorical canons as follows.

a. Discovery

Discovery is a rhetorical canon that refers the construction or arrangement of an argument that is relevant to the purpose of a message. In this case, there needs to be an integration of ways of thinking with arguments in speech. Therefore, using logic and evidence in speech can make a speech stronger and more persuasive. What helps the discovery is a topic. Topic is helpful to refer to the arguments used by the speaker. Speakers also rely on civic space or

metaphors which state that speakers have "locations" where there are opportunities to persuade others.

b. Settings

Setting refers to the speaker's ability to organize his message. Speeches, in general, must follow an approach consisting of three things: an introduction, body, and conclusion. An introduction is part of an organizational strategy in a speech that is sufficient to attract the attention of the audience, shows the topic's relationship with the audience, and provides a brief discussion of the speaker's goals. The body is part of the organizational strategy of the speech which includes arguments, examples, and important details to convey a thought. The conclusion or epilogue is part of the organizational strategy in the speech which is intended to summarize the important points that have been conveyed by the speaker and to arouse emotions in the audience.

c. Style

Style is a rhetorical canon that includes the use of language to convey ideas in a certain way. In using language, we should avoid gloss (words that are outdated in speech), but it is preferable to use metaphors (figures of speech that help to make things that are not clear to be easier to understand). The use of style ensures that a speech is memorable and that the speaker's ideas are highlighted.

d. Delivery

Delivery refers to a non-verbal presentation of a speaker's ideas. Delivery usually includes several behaviors such as eye contact, vowels, spelling, and clarity of pronunciation, dialects, gestures, and physical appearance. Effective delivery supports the speaker's words and helps reduce the speaker's tension.

e. Memory

Memory refers to a speaker's attempts to store information for a speech; in term of keeps discovery, arrangement, and style in the speaker's mind. With memory, a speaker can know what to say and when to say it, relieving the speaker's tension and allowing the speaker to respond to the unexpected things.

4. Lester Holt

Lester Holt or Lester Don Holt Jr. is an American journalist and news anchor for the weekday edition of NBC Nightly News and Dateline NBC. According to a new Hollywood Reporter/Morning consult survey about 2,200 adults, NBC Nightly News host, Lester is the most trusted television news personality in America. Holt was made the permanent anchor NBC Nightly News following the demotion of Brian Williams, making him the first African-American to solo anchor a weekday network nightly newscast. Holt is also known for his moderation of the first Presidential debate of 2016 and was praised for his role fact-checking false statement.

5. NBC Nightly News

NBC Nightly News is the flagship daily evening television news program for NBC News, the news division of the NBC television network in the United States. First aired on August 3, 1970, the program is currently the most-watched network newscast in the United States, with an average of 9,3 million viewers, just a few thousand more than its nearest rival, ABC's World News Tonight. Since 2015, the broadcast has been anchored by Lester Holt on weeknights, Jose Diaz-Balart on Saturday and Kate Snow on Sunday. The program is broadcast live over most NBC stations from 6:30 to 7:00 p.m. Eastern Time seven days a week; the "Western Edition" of the program occasionally features breaking news and/or updated information on news stories covered during the original telecast for Pacific Time Zone viewers.

D. Previous Studies

Previous study is the result of research from the researcher before. Here, to get and provide the originality of her research, the researcher would like to present the previous research that deals especially with this title.

1. Zulfa Alivia Hanim (2016) in Rhetorical Devices analysis on Gleen Beck's speech in Conservative Political Action Conference (CPAC) 2016. This research used the theory of Jones and Peceei (2004) compare with Critical Discourse Analysis by Van Dick. The result from this research found five kinds of rhetorical devices and there are 19 devices. The microstructure of rhetorical devices showed the use of high and low intonation of the speech.

2. Anis Ita Rizqiyah (2016) in *Strategi Retorika Bertanya Najwa Shihab Dalama Acara Mata Najwa Di Metro TV*. This research found that Najwa Shihab used 10 kinds of question of rhetorical question strategy; questions to open the conversation, informative questions, control questions, trap questions, Socrates questions, offensive questions, alternative questions, irrigating questions, provocative and questions to close the conversation, then, also found rhetorical strategies related to kinesic and oculesic, namely kinesic and oculesic to complement verbal messages and oculesic kinesics to emphasize verbal messages.
3. Nisa Lutfia Agustina (2017) in *Rhetorical Figures Analysis on Mike Pence's speech*. This research used the theory of Edward F. McQuarrie and David Glen Mick (1996). The result of this research found there are eight findings of rhetorical figures.
4. Lizza Arnofia C (2017) in *Retorika Dalam Program Islam Itu Indah (Studi Komparatif Oki Setiana Dewi Dan Nur Maulana)*. The result from this research is Oki Setiana Dewi dan Nur Maulana have different character in delivering their Islamic speech regarding ethos, pathos and logos and also from rhetorical mastery, material, knowledge, background of education, and diction. This research concluded that a presenter should use good rhetoric, using the right, clear, and correct choice of words. It means, easily understood by the audience. The choice of words in speech also needs to be adjusted to the subject matter with whom we communicate, related to the background of the audience.

5. Ayu Linda Wulandari (2018) in *Strategi Retorika Verbal Dan Nonverbal Karni Ilyas Dalam Acara Indonesia Lawyers Club*. She stated that presenter or news anchor is highly required to have rhetorical intelligence. This is because, with good and correct rhetoric mastery, a news anchor can convey messages well and can influence or invite the viewer to follow what is being conveyed. The result from this research found that verbal and non verbal rhetoric used by a news anchor as strategy with persuasion technique. Kinds of diction used are denotative, connotative, general, special, general, scientific, and popular diction. Then, language style used has the strategy to persuasive the audiences.

After knowing the researches above, the researcher is sure that this research has never been done. It can be evidenced because the researcher combines from those previous studies. Similar to the research done by Agustina (2017), in this research the researcher analyzed the rhetorical figures used by Edward F. McQuarrie and David Glen Mick's theory to observe. Then, the differences between this research and previous research are the subject of the research. The researcher used a news anchor as the subject of the research.