

CHAPTER I

INTRODUCTION

This chapter consists of the background of the research, the formulation of the research problem, the objectives of the research, significance of the research, scope, and limitation of the research, and definition of key terms.

A. Background of the study

In this era, online learning is one of the best media learning to support the teaching and learning process in informal learning. The learner must be creative to use some applications to support their online learning. One media of online learning as YouTube can support their speaking especially in speech, conversation, and others. In a general term, speech is the general word, with no implication of kind or length, or whether planned or not. Specifically, speech becomes more attractive because in producing words, sentences the speaker mostly relies on speaking proficiency rather than body language. This is following the development of Indonesian's young generation today which is more inclined to listen to the story directly rather than to read. As a result, it makes native speakers on YouTube becomes more favorable amongst youth. In addition, its ability to attract audiences' critical thinking also contributes to its familiarity amongst youth.

Speaking is the competence to express explain and convey thinking, feeling, and ideas. It is an important part of everyday interaction and most often the first impression of a person is based on his/her ability to speak fluently and comprehensibly. Speaking is one of two productive skills in language teaching. It

is defined as a process of building and sharing meaning through the use of verbal or oral form (Chaney, 1988:13 and Gebhard, 1996:169). Richards and Renandya state that effective oral communication requires the ability to use the language appropriately in social interactions that involve not only verbal communication but also paralinguistic elements of speech such as pitch, stress, and intonation. Moreover, nonlinguistic elements such as gestures, body language, and expressions are needed in conveying messages directly without any accompanying speech. (Richards and Renandya, 2002: 204)

The analysis of rhetorical study usually can show in daily conversations such as in speech, sermons, teaching, and entertaining. The studies have been done by some researchers. For example, Syarif's (2015), finding of this paper is research was to find out the rhetoric element by analyzing the arrangement of structure of ideas, structures of utterances, and structure of language in Michelle Obama's speech. The writer used James L. Golden's theory focusing on the rhetoric elements. The result is Michele Obama puts attention to keep the unity, effectiveness, and persuasiveness in her speech through her choice of discourse that she raised in her speech and also the use of well-arranged language in her speech. Another study about rhetorical, Syahriani (2011) this article presents the rhetoric analysis that is useful and apply in some of major of study especially for people who want to improve their speaking skill, to make someone interesting to their speech by using rhetoric.

Every people have a unique way of talking. Therefore in this paper, the researcher was to find out the rhetoric element in Barack Obama's speech. He is a

first-rate orator and he is improving his impromptu responses. The language style of Barack Obama has always been unique it makes rhetorical skills. President Obama has his way of talking. He understands the power of language, and he chooses his words carefully to disseminate his worldview. An interesting choice of words used by Barack Obama in his speech makes the researcher was interested to be analyzed.

Linguistic analyses can be helpful because texts are written in natural language by writers who have considerable discretion concerning their goals, genre, word choice, and grammatical structures (Pirnay-Dummer, 2016). In this study the research analyzing the word choices used by native speaker Barack Obama in his speech on YouTube. And the result of this study is expected to contribute to the development of an analysis study, especially on how to analyze rhetoric in Barack Obama in his speeches. The researchers were interested in analyzing word choices such as the language style used by Barack Obama. Spelling and grammar affected linguistic flexibility, and whether linguistic flexibility was related to writing quality.

There are many types of human communication. These include the form of communication where people use language to accomplish some goal, as in sales or politics. Some forms deliberately focus on expressing ideas for insight and enjoyment. One type of human communication is called rhetoric. Rhetoric as an area of study is concerned with how humans use symbols, especially language, to reach an agreement that permits coordinated effort of some sort. In its most basic

form, rhetorical communication occurs whenever one person engages another in an exchange of symbols to accomplish some goal. (Hauser, 2002: 2).

Rhetoric refers to the art of oratory, or persuasive speaking, the art of effective argumentation with the view to influencing opinion. Having the ability to speak persuasively is of primary importance especially to someone who has to face a crowd. Persuasion is the process of creating, reinforcing, or changing's people belief or action. One definition is that rhetoric is the art of effective communication. That brief, rather general definition demands explanation. First of all, to say that rhetoric is an art means that it is a skill-one that enables us to make a wise choice of the means to achieve the desired end. (Corbett, 1977:1)

The research objective is to find out the rhetoric element by analyzing the arrangement of structure of ideas, structures of utterances, and structure of language native speakers speech on Barack Obama speech. The writer used James L. The golden theory focuses on the rhetoric elements especially word choices and structure of ideas used in Barack Obama's speech on YouTube. The result will puts attention to keep the unity, effectiveness, and persuasiveness in his speech through his choice of discourse in his speech and also the use of well-arranged language in his speech. Based on the three previous findings, this research has the similarity and the difference. The similarity is all of the previous research including this research studies about rhetoric that focusing on word choices and structure of ideas. The difference between the previous researches with this research is in the object of research. Syahriani's research focused on analyzing for whom the rhetoric was delivered and the effect of the rhetoric used in the speech.

Nugroho's Research focused on the strategic Rhetoric in Advertising of Automotive in France Media. Syarif's research focused on analyzing the elements of rhetoric which are represented in Michelle Obama's speech transcript.

This research was expected to be theoretically significant for the linguistic theory development, namely: (a) explore of rhetoric study especially in word choice by Barack Obama speech and the construction of his speech and (b) exploring the diction and structures of Barack Obama in speech. It was also expected to be practically significant to contribute as the source for further research in an effort of speech utilization for a variety of purposes. Furthermore, theoretical and conceptual constructions were employed to examine the aforementioned research problems.

B. Research Problem

Based on the background of the study, the researcher formulates the research problems as follow:

1. How is the word choice of Barack Obama's speech on YouTube?
2. How is the structure of ideas of Barack Obama's speech on YouTube?

C. The Objectives of The Study

1. To know the word choice of Barack Obama in speech transcript is arranged.
2. To know the structure of ideas Barack Obama in speech transcript is arranged.

D. Significance of the study

1. For learners

It will give benefit the learners because it's give a brief example of analyzing language phenomenon especially in analyzing Barack Obama speech on YouTube which is rare to be analyzed before.

2. For teacher

Furthermore, the writer hopes that this research could give the representation or further information about how to read and apply rhetoric elements in a speech.

E. Scope and Limitation of the Study

This study is focused on rhetoric analysis in the speech transcript of Barack Obama's speech on YouTube. Gesture and intonation were not analyzed in this research. The writer only took audience response through speech video to help the writer in finding outstanding data which can cover all the speech purposes.

F. Definition of Key Terms

In this study, the researchers would like to study focused on rhetoric analysis in the speech transcript of Barack Obama's speech.

1. Speech is the expression of ideas and thoughts using articulate vocal sounds, or the faculty of thus expressing ideas and thoughts. Language is a set of conventional signs, not necessarily articulate or even vocal (any set of signs, signals, or symbols that convey meaning, including

written words, may be called language): a spoken language. thus, language is the set of conventions, and speech is the action of putting these to use: he couldn't understand the speech of the natives because it was in a foreign language.

2. Structures of Ideas used in this study are the theory of argumentative essays elements and rhetoric elements. However, Clouse (2004: 543) argues that argumentative and persuasive essays have the same goal, which is to convince the reader to adopt a particular view or to take a particular action.

- a. Proposition

The proposition is defined as taking the predicate as true or false (Leech, 1983: 162). In addition, Seuren defines as the proposition is standardly taken to be defined truth-conditionally: a specification of the condition under which it is to be taken as true is at the same time a specification of its meaning (Seuren, 1985:27).

- b. Categorical proposition

Categorical propositions are divided based on quality, quantifier and combination between quality, and a quantifier. Based on the quality, the proposition is determined by the quality of copula.

- c. Hypothetical Proposition

Swan defined that hypothetical is some words and structures (e.g. if-clauses) are used for hypothetical situations-that is to say, situations which may not happen, or are imaginary.

3. A words choice/diction in language style is such a tool to write in a candle plaque. The skill in using this tool will influence the clearness of writing in that plaque. It is important to keep in mind four specific aspects of word choice: audience and tone, level of diction (appropriateness), specificity, and meaning (both connotative and denotative).