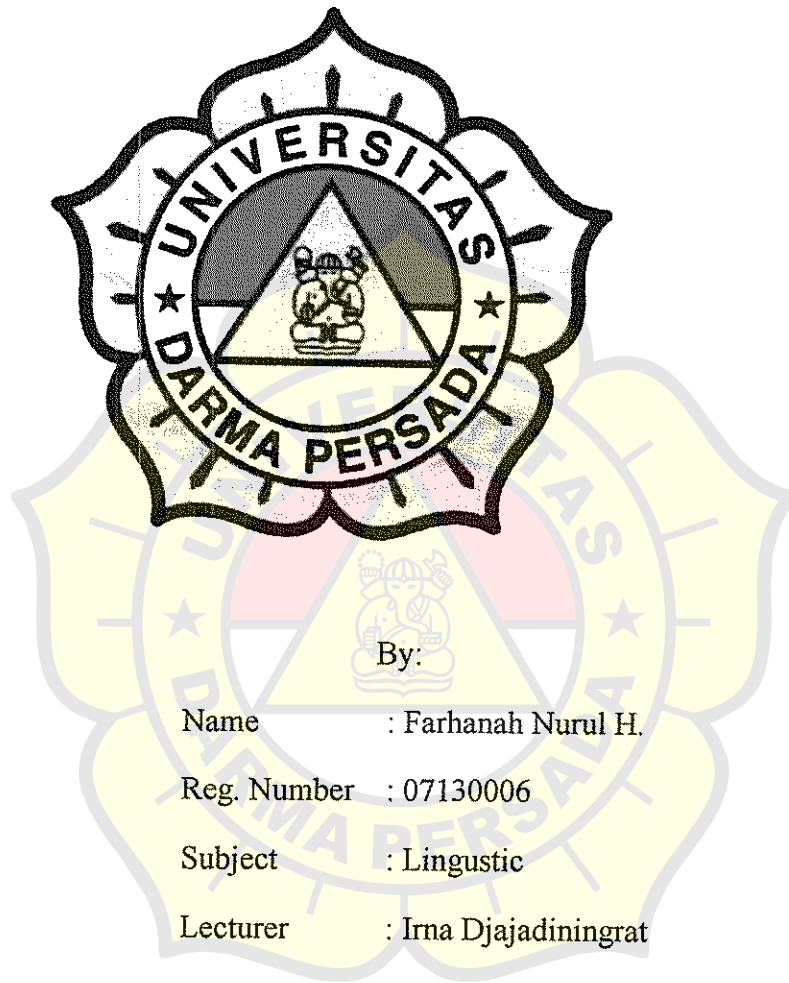


**THE ANALYSIS OF POLITICAL RHETORIC
IN BARACK OBAMA SPEECH:
*THE STUDY OF RHETORICAL DISCOURSE***

Term paper submitted in part fulfillment of obtaining Strata (S-1) One degree



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2011**

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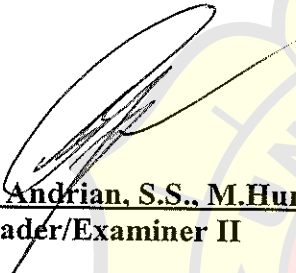
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Examined and accepted by the Committee of Examination, the Faculty of Letters,
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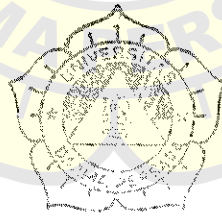
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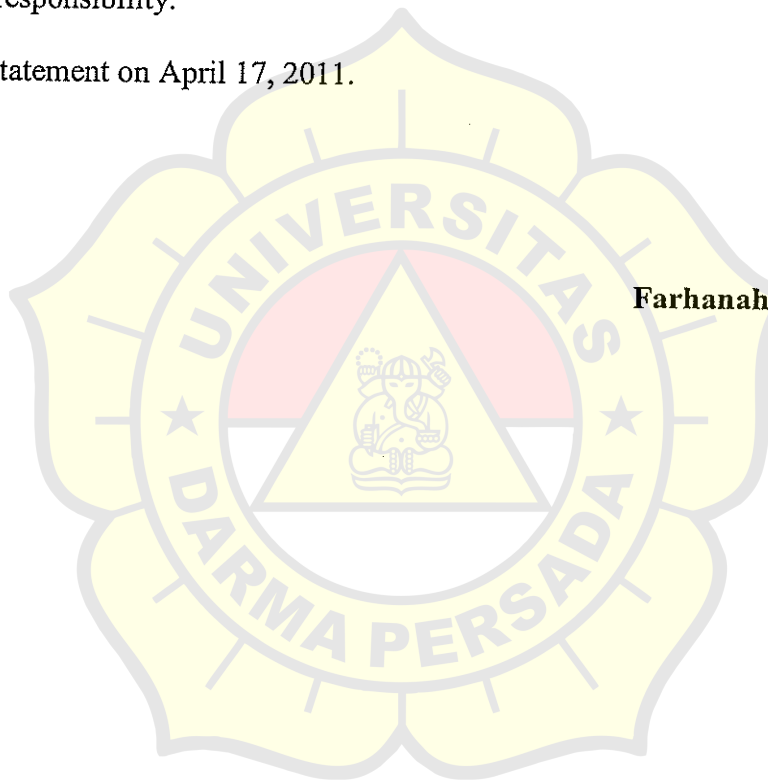
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The long paper of *Sarjana* entitled:

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is a scientific research that has been conducted under guidance of Dra. Irna N. Djajadiningrat, M.Hum. and Tommy Andrian, S.S., M.Hum. As the paper is truly original and is not a half or total plagiarism of someone else's--, the contents become my responsibility.

I made this statement on April 17, 2011.



Farhanah Nurul. H

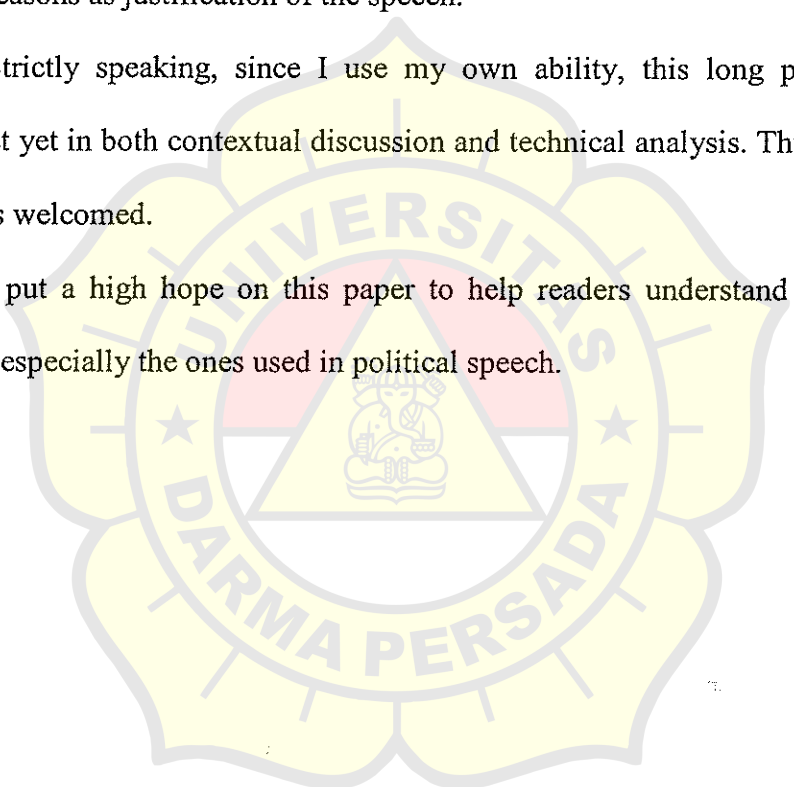
PREFACE

The long paper entitled *The Analysis of Political Rhetoric in "A More Perfect Union" Barack Obama Speech* is a part of requirements' fulfillment in obtaining of *Sarjana Sastra* Degree in English and Letters.

The paper proves the power of rhetoric that Obama used in his every single speeches influence the people to have one point of view, supporting with logical reasons as justification of the speech.

Strictly speaking, since I use my own ability, this long paper is still imperfect yet in both contextual discussion and technical analysis. Thus, feedback is always welcomed.

I put a high hope on this paper to help readers understand more about rhetoric, especially the ones used in political speech.



ACKNOWLEDGEMENT

Alhamdulillahirabbil'alameen, all praise is due to Allah SWT, the Compassionate, and the Merciful. Many Thanks for all the mercy and blessing, to whom belongs the glory and majesty, eventually, I can completely finish this research as scheduled.

I owe lots from these respected-beloved people, thus let me deliver my deepest sincere gratitude. My heartfelt thanks indeed to:

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6. My beloved parents, Endang Tuti Sri Rejeki and Nursyahid Ruchly, thank you for the pray and support both mentally and financially that keep me going to finish this long paper, many thanks also to my beloved sister and brother, whom I could not mention all, for consolation time that helps me bringing back the spirit to do the paper.

I will hardly forget those people without whom this would not be, thanks indeed.



ABSTRACT

Political Campaigning Speeches with their many versions try to offer the best candidate with an emotional approach. One way for successful political campaign is by speech. This term paper's analysis views the Obama political campaigning speeches as the part of organization, much like what has been shown in You Tube or television in some versions of its speeches. While using a rhetorical analysis, hopefully shows Obama formulates its message in its speech as an argument, while also referring to certain logics to support them.

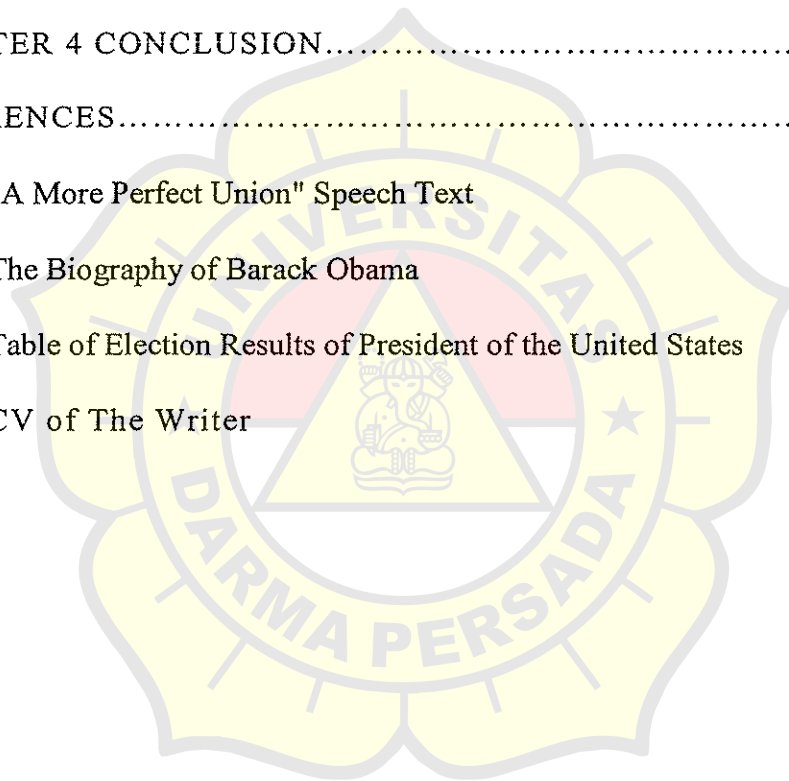
ABSTRAK

Pidato Kampanye Politik dengan berbagai versi mencoba menawarkan kandidat terbaik dengan pendekatan emosional. Salah satu cara untuk kampanye politik yang sukses adalah melalui pidato. Analisis penulisan ini memandang pidato-pidato kampanye politik Obama sebagai bagian dari organisasi yaitu seperti yang dimunculkan di *You Tube* atau televisi pada beberapa versi pidatonya. Dengan menggunakan analisis retorika, diharapkan akan dapat dilihat bagaimana Obama memformulasikan pesan dalam pidatonya sebagai argumen dengan merujuk pada logika-logika tertentu untuk memberikan pembenaran pada pidatonya.

TABLE OF CONTENTS

APPROVAL PAGE	
LEGALIZING PAGE	
STATEMENT PAGE	
PREFACE	i
ACKNOWLEDGEMENT	ii
ABSTRAK	iv
TABLE OF CONTENT	v
CHAPTER 1 INTRODUCTION	1
1.1 Background	1
1.2 Assumption	4
1.3 Formulation of the Problem.....	4
1.4 Objectives of the Research.....	4
1.5 Framework of Theories.....	5
1.6 Methodology of the Research	5
1.7 Systematization of the Research	5
CHAPTER 2 FUNDAMENTAL THEORIES	7
2.1 Rhetoric	7
2.2 The Three Rhetorical Appeals/Proofs	7
2.2.1 Ethos	9
2.2.2 Logos	11
2.2.3 Pathos	12

CHAPTER 3 THE ANALYSIS OF POLITICAL RHETORIC IN “A MORE PERFECT UNION” BARACK OBAMA SPEECH	15
3.1 The Analysis of Rhetorical Appeals	18
3.1.1 Ethos	18
3.1.2 Logos	23
3.1.3 Pathos	30
CHAPTER 4 CONCLUSION.....	39
REFERENCES.....	56
• "A More Perfect Union" Speech Text	
• The Biography of Barack Obama	
• Table of Election Results of President of the United States	
• CV of The Writer	



CHAPTER 1

INTRODUCTION

1.1 Background

In public speaking, as in any form of communication, there are five basic elements, often expressed as "*who* is saying *what* to *whom* using *what medium* with *what effects*?" The purpose of public speaking can range from simply transmitting information, to motivating people to act, to simply telling a story. Good orators should be able to change the emotions of their listeners, not just inform them. Public speaking can also be considered a discourse community. Interpersonal communication and public speaking have several components that embrace such things as motivational speaking, leadership/personal development, business, customer service, large group communication and mass communication. Public speaking can be a powerful tool to use for purposes such as motivation, influence, persuasion, informing, translation, or simply entertaining.

A confident speaker is more likely to use this as excitement and create effective speech thus increasing their overall ethos. Beside there are two proofs – logos and pathos – in rhetoric that support the speaker. Based on (<http://www.americanrhetoric.com/aristotleonrhetoric.htm>) rhetoric is the counterpart of dialectic or public speaking. Both alike are concerned with such things as come, more or less, within the general ken of all men and belong to

no definite science. Accordingly all men make use, more or less, of both; for to a certain extent all men attempt to discuss statements and to maintain them, to defend themselves and to attack others.

According to Aristotle, the study of rhetoric basically emphasizes the way to give opinion persuasively in front of the public. Therefore, the rhetoric is also often associated with the debate because when the speaker uses rhetoric, he should be able to convince others of the truth he believed. The speaker must also be able to demonstrate his superiority and ideas than others. It could be argued, the nature of rhetoric is persuasive and aggressive. One successful application of rhetoric often contained in a political campaign. Each campaign deliberately held with a specific purpose is to persuade people to choose the appropriate candidate. The campaign is a media that is used to build public belief so that they favor one of the candidates. One way of campaigning is to make a speech. A speech can represent the idea or ideas about the vision and mission which candidate is better than previous presidents. When we, as an audience or ordinary people, view the candidacy president speech on television or listen on radio, we are indirectly exposed to the mass media. The candidate uses the language to persuade the public to choose him or her as the president. There are many candidates in competitive party whom succeed and also many unfortunately fail.

There are many comparison and even more distinguish between the candidates which succeed and those which fail. These differences which set the candidates which fail apart from those that have succeeded are their ability

to win over the public. In any type of persuasive communication, which is both public and successful the person who is exposed to the images may not realize what they are looking for in candidacy the president which they did not even know. Therefore, many candidates include the experience as credible source to present the context, also a type of self image for convincing the public. The candidates use two types of credibility in order to explain its message and build his or her image. One of the credibility types that are utilized is identification. It can be focused on the familiarity and similarities that the candidates and their lives have in common.

The tradition of American political rhetoric in the world shows that in the beginning rhetoric were done only by white people. Based on American history, blacks belong to the minorities that do not have voting rights in the politics. They are often ignored and alienated. Most of them were only used as slaves in human trafficking. Such perceptions about the black community has been growing belief that blacks would not be able to look alive effectively in politics. Thus, blacks are more difficult to move in any political activity which requires many skills include rhetorical skill, for the example, in debating and in expressing opinions in front of the public. This is also reinforced with white people who used to nurture in a royal or noble family with high education. Instead blacks used to interact in a minority group which emphasizes cooperation rather than competition. Based on the above perception, the researcher interested to review one of Barack Obama candidacy speeches. One thing that makes it different from other candidates, he is one of the minority or black people. Barack Obama was adept at

expressing himself and persuasive in his argument. His “A More Perfect Union” speech in Philadelphia, Pennsylvania is one of the artifacts designed to appeal respective audiences and to persuade members of that audience to a point of view.

1.2 Assumption

Based on the background above, I assume that the political rhetoric is used in the “A More Perfect Union” Barack Obama candidacy political speech to persuade the public to choose him as the President of United States.

1.3 Formulation of the Problem

Based on the assumption above, I want to fit with the Aristotle rhetorical theories and Barack Obama candidacy political speech. More specifically, the researcher formulates problems of the research as follow:

1. How are the forms of the three rhetorical appeals (ethos, logos, pathos) in the “A More Perfect Union” Barack Obama Rhetorical Political Speech?
2. How are the three rhetorical appeals (ethos, logos, pathos) used to persuade the public to choose Barack Obama as the President of United States.

1.4 Objectives of the Research

To reach all the purposes, I conduct the analysis steps as follow:

1. To analyze Aristotle's theory of the three rhetorical appeals (ethos, logos, pathos) that applied in the "A More Perfect Union" Barack Obama Rhetorical Political Speech.
2. To prove the three rhetorical appeals (ethos, logos, pathos) are used to persuade the public to choose Barack Obama as the President of United States.

1.5 Framework of the Theories

I conduct the research based on theories and other supporting ideas from linguistic experts. To conduct this research, I am going to use the theory of the three rhetorical appeals (ethos, logos, pathos) by Aristotle.

1.6 Methodology of the Research

This study focuses on how the "A More Perfect Union" Barack Obama candidacy speech persuades the public through language which is combined with the three rhetorical appeals (ethos, logos, pathos). Therefore I use the qualitative method, specifically the descriptive type because the researcher is going to describe all the speech in details including revealing the power of the language itself.

1.7 Systematization of the Research

The systematizations of this research are:

1. Chapter 1 is the introduction which covers background, assumption, formulation of the problem, objectives of the research,

framework of the theories, methodology of the research, and systematization of the research.

2. Chapter 2 is the fundamental theories which contain definition and explanation of the theories and supporting ideas concerning the rhetoric on candidacy political speech.
3. Chapter 3 is the analysis of the “More Perfect Union” Barack Obama speech in Philadelphia, Pennsylvania.
4. Chapter 4 is the conclusion that the researcher would conclude all content from chapter 1 until chapter 3 in chapter 4.

