CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of two parts. The first part is about the review of related theories, which consists of all the theories used to help the writer in answering the research questions. The main theories, used in this study are the use of persuasive strategy as proposed by Beebe and Beebe (2012). The second part is about the review of two previous studies.

2.1. Review of Related Theories

The theory of persuasion is part of discourse analysis. The first part in this chapter is concerned with persuasion in general and the second part is about the persuasive strategy as proposed by Beebe and Beebe (2012).

2.1.1. Persuasion

People throughout the world always face persuasion all day long. Persuasion is considered to be successful if the one to be persuaded begins to think of his or his own will and changes it to the persuader's will. Therefore, persuasion is defined as human communication design to influence others by modifying their believes, values, or attitudes. Understanding persuasion is important to help us make better choices and Larson (2004, p.3) states that we spend more time in receiving persuasion than sending persuasion. Persuader in order to persuade effectively needs to know how to solve any response of the persuader and how he or she intends to achieve the goal. The listener is being persuaded, it needs to know how to be aware of any persuasive techniques that persuader may use.

6

2.1.2. Persuasive strategy proposed by Beebe & Beebe (2012)

According to Beebe & Beebe (2012), persuasion is the process of organizing ideas to people and people to ideas. If the persuasive speaker wants to be an audience centred, he or she should use the effective strategies to organize the message so that the audience or listener will thoughtfully respond to her or his persuasion.

Beebe & Beebe (2012) establishes the types of persuasive as follows:

1. Using evidence

   Using evidence is important to support the persuasive speaker's statement. There are some characteristic such as;
   a. Use credible evidence

      Credible evidence could be in the forms of reluctant testimony. Reluctant testimony is a statement by someone who has reversed his or her position on a given issue. For example, the owner of Construction Company wanted the contract to build a new dam to create a water reservoir. Then, he changed his mind to be against building the dam. The reluctant testimony of that construction company owner would support the speaker argument that the dam is useless and money wasting. It demonstrates how another person has changed his or her mind and implicitly suggests that listener should do the same.

b. Use new evidence

The evidence should be new and up to date. So, the listener never heard the information before. For example, this is "the new" report about this country. But, the persuasive speaker still makes sure that the report is really new to make the audience keep focusing on he or she about the message. So, the audience likes to listen more on something new.

c. Use specific evidence

This evidence should be specific. For example, "many people will be hurt if we don't do something now to stop global warming", said Julia. Here, it is not specific, how many people will be hurt? What will happen? She does not give the specific amount and also what disaster will happen. So, it is more specific if she says "identify how many homes would be lost as a result ocean levels". This one is better than say "many people or a lot of people".

d. Use evidence to tell story

Use evidence to tell story should be use fact, example, statistic, and opinion and may be credible, new and specific that can make the evidence more powerful if it fits together to tell the story. For example, the speaker will not tell about the effect of global warming but tell about how the rising oceans levels will hurt individual families. Then, the speaker gives some statistic data, example, and his or her opinion. So, how the speaker tells about the evidence seem to be less abstract.

2. Using emotion

Emotion is a powerful way to move an audience and support the persuasive speaker's purpose. There are some characteristics of use the emotion such as,

a. Use concrete example that help the listener or audience visualize what the persuasive speaker describes

Here, the speaker creates the example to help listener visualize. Usually, persuasive speaker uses a description of the tragedy. For example the storm of tornado that happened in Texas. The persuasive speaker tells the whole situation what happened in there. Then to persuade the listener to take proper precaution when a storm warning is sounded.

b. Use emotion-arguing word

In this persuasive, when the speaker wants to gain the emotion by using word and phrase such as, *mother, flag, freedom, salary* or patriotic slogan such as, "remember Pearl harbor" and "remember 9/11". It can produce strong emotional responses.

c. Use appropriate metaphor and similes

A metaphor is an implied comparison between two things. For example, when a person says "our lives are quilts upon which stitch the patterns of our character. If you don't pay attention to the ethical dimension of the decision you make, you will be more likely to make a hideous pattern in your life quilt." Meanwhile, a simile makes a direct visiting your academic counsellor regularly is like being a gambler in high stakes poker games, your taking big chance that you're taking the right course."

d. Use appropriate fear appeal

Persuasive speakers also use the threat that harm will come to the listener unless they follow the persuasive speaker advice is an appeal to fear. So the audience can be motivated to change their behaviour if appeals to fear are used appropriately. For example, you will be killed in an auto accident unless you wear safety belt. It shows that is more effective than moderate or low appeals.

e. Consider using appeal to several emotions

There are some emotions to help the persuasive speaker to reach the goal;

1) Hope: this appeal could be motivated to respond to the prospect of a brighter. For example, when Franklin Roosevelt said "The only thing we have to fear is fear itself," or when Obama in his upbeat campaign phrase, "Yes, we can!". So, those politicians were invoking hope for the future of that country.

2) Pride: it is persuasive appeal to achieve a goal based on pride in oneself in oneself or one's country, state, or community can be very powerful. For example, when the politician said "it's time to restore our nation's legacy as bacon a freedom for all people." The politician use appeal to national pride, so the listener or audience will gain their national pride.

3) Courage: this appeal is to challenge the audience to have brave or to insist that can make emotional that probably can change the audience to take the action. For example, when Patrick Hendry said "give me liberty or give me death". So, when the audiences hear, his audience will take a courageous stand on the issues before them.

4) Reverence: the appeal is to the sacred and revered. Sacred tradition, revered intuitions and cherished, cherished and celebrated individuals that can inspire the audience to change or reinforce

attitudes, belief, values and behaviour. For example, when the persuasive speaker want to persuade the audience or listener, he or she uses or gives example of people, things or intuitions that the audience may perceive as sacred.

2.1.3. Speech Function proposed by Holmes (1996)

The are number of ways of categorising the function of speech. The following list has proved a useful one in sociolinguistic research.

1. **Expressive**

Utterances express the speaker's feeling, e.g. *I am feeling great today.*

2. **Directive**

Utterances attemp to get someone to do something, e.g. *Clear the table.*

3. **Referential**

Utterances provide information, e.g. *At the third stroke it will be three o'clock precisely.*

4. **Metalinguistic**

Utterances comment on language itself, e.g. *'Hegemony'* is not a commond word.

5. **Poetic**

Utterances focus on aesthetic features of language, e.g. a poem, an ear-catching motto, a rhyme: *Peter Piper picked a peck of pickled peppers.*

6. **Phatic**

Utterances express solidarity and emphaty with others, e.g. *Hi, how are you, lovely day isn't it!.*

Those theories will help the writer to clarify the Obama's speech into persuasive strategies proposed by Beebe & Beebe (2012). So, the writer will be able to analyze and answer the research questions. Moreover, the writer also uses another theory that supports the main theory. The supported theory proposed by Holmes (1996).

2.2. Previous Related Studies

In doing the research, the writer also uses some studies related to his topic. The two previous studies were conducted by Witono (2007) and Sucipto (2009).

2.2.1. The Study of Persuasive Strategy through the Illocutionary Acts of Alex, Gloria and Marty in Persuading each other in Madagascar (Witono, 2007)

In his research Witono used Alex, Gloria and Marty from Madagascar movie, as the object of his research focused on persuasive strategies and illocutionary acts as stated by Hurford and Heasley (1983).

In analyzing the data, the writer used descriptive quantitative approach because she tried to find out the persuasive strategies and illocutionary act used by Alex, Gloria and Marty, also how illocutionary act explains persuasive strategies. His finding show that there are two types of persuasive strategies used by Alex, Gloria and Marty, which are co-active and combative, but inside the two types have side types in co-active, named rhetoric of identification (dispositional similarities and

membership group similarities), emotional appeal, and rational persuasion, while in combative, named rhetoric of division, rhetoric of inducement and constraint and forced compliance.

There are one similarity and three differences between the writer's study and Witono's study. Both the previous study and the writer indentify the types of persuasive strategies. However, the previous study has several differences because the writer will focus on types of persuasive strategy used in Obama's speech and were taken from Obama's speech in campaign, while in the previous study the writer used the dialogs of the characters in Madagascar movie.

By reading Witono's research, it broadened the writers' knowledge that there are persuasive strategies that can be explained by illocutionary act. This research inspires the writer to do a research about the persuasive strategies used in speech and also speech function can influence the persuasive strategies.

2.2.2. The Study of Persuasive strategies produced by four main character of Gossip Girl (Sucipto, 2009)

In his research Sucipto used four main characters of Gossip Girl, i.e. Natanael Archibald, Charles Bass, Serena Van Der Woodsen, and Blair Waldorf, as the subject of his research which focused on persuasive and social factors. In order to answer his research questions, she used the theory of persuasive strategy as proposed by Simon (1976) and social factors by Holmes (2000).

In analyzing the data, the previous writer used descriptive quantitative approach because she tried to find out the most striking type persuasive strategies produced by Gossip Girl's main characters. His findings show that there are two types of persuasive strategies used by Gossip Girl's main characters, which are co-active and combative, but the most striking types in gossip girl is co active strategy that was about 68% instead of combative strategy that was about 31,56% and that mostly occurs were emotional appeal (17,54%) and rational persuasion (36,84%).

There are one similarity and three differences between the writer's study and Sucipto's study. Both the previous study and the writer's identify the types of persuasive strategies. However, the previous study has several differences because the writer's study focuses on persuasive strategy were used by Barack Husein Obama and the speech function that related with the persuasive strategies, while Sucipto's researh she analyzed the relation between persuasive strategies and social factors. Moreover, in this research, the writer used one main theory, which is by Beebe and Beebe (2012) and Holmes (1996), whereas the previous study used two theories, the theory as proposed by Simon (1976) and Holmes (2000). Another difference, the writer's in this research the data will be taken from Obama speech, while the previous study used the main characters in Gossip Girl.

The findings in Sucipto's research gives an idea to the writer's present study that even social factor also influences the way people used persuasive strategies, and it inspires the writer to conduct a research using the same topic with different subject, in this case speech. Therefore, in this present study, the writer would like to find out how persuasive strategies get influence by speech function was used by Obama.