

**RHETORICAL STYLE ANALYSIS OF HILLARY CLINTON'S  
SPEECH**

**THESIS**



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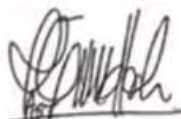
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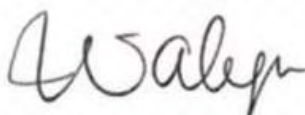
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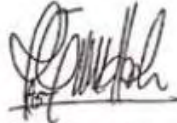
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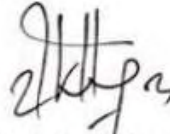
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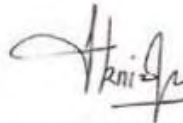
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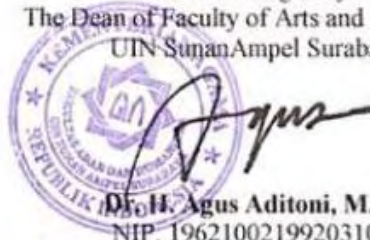
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Rhetorical analysis is valuable to do because it can help people to generate reliable speech in public. The purpose of rhetoric is to find out the capacity of the writer or speaker who aims to inform, persuade, or motivate audiences in certain situations. Rhetoric provides Aristotle's three rhetorical proofs: ethos, pathos, and logos. First is ethos, the theories related to the character and credibility of the speaker that can influence the audience to consider themselves to be trustworthy. Ethos consists of convincing the audience that the speaker has good character, and the audience can trust their words. Next, pathos is the use of emotional appeal that can change the audience's judgment. It means that pathos is increasing the chances for the audience to understand the speaker's point of view, accepting the speaker's argument, and acting on the speaker's requests. The last is logos, the use of logical reasons to build or create an argument. In this situation, the speaker will use their logical reason to support the speaker's argument. Logos also develops ethos because of the logical reason given by the speaker will make her or he look knowledgeable. So, rhetorical discourse is the human device to influence an audience's perception of its reality, and it is related to the Discourse Analysis field, which concerned the language and context.

Discourse Analysis is the learning of knowledge about language more than a word, clause, phrase, and sentence. According to Stubbs (1983, p.1), discourse analysis leads to 'efforts to analyze language more than sentences, or clauses, and therefore to analyze deeper linguistic units, such as conversations or written texts.' From the explanation above, discourse study is defined as the contemporary discipline of what used to be called rhetoric, how to study the practice and study



of speaking, and writing 'good' in public, for example, in parliament, court, or literature. Thus, rhetoric is prevalent in the humanities – for example, in literary studies – and in social sciences, for example, in the study of political rhetoric or advertisements relating to the use of language in recipients and throughout the communicative context. Here, this research presents a rhetorical analysis that has a relation with political discourse, especially of political speeches in the presidential campaign.

The political discourse has become a favorite topic for analysis in the linguistic field. The study of political discourse is related to the language of professional politicians and political institutions (Chilton, 2004, p.14). It is because political discourse has become the primary domain of language use that deserves to be critically studied. Moreover, political discourse is used to explain the behavior taken to accomplish the problem, such as social or political problems. Moreover, this paper presents political speeches written by a professional speechwriter who is educated in the use of persuasive language. The researcher has decided on the political discourse of Hillary Clinton as the object of the research. The researcher has chosen Hillary Clinton's speech at the Democratic National Convention in 2016 because the argument of Hillary was exciting to be analyzed.

Hillary Diane Rodham was born on October 26, 1947, is an American politician, diplomat, lawyer, writer, and public speaker. She became the First Lady of Arkansas from 1979 to 1992 because of her husband as the governor of Arkansas. Then, she served as the First Lady of the US from 1993 to 2001. From

2001 to 2009, she became the United States Senator from New York. She became the 67th Secretary of the United States from 2009 to 2013. In 2016, Hillary Clinton won the Democratic nomination in 2016 and nominated as president of the United States by major political parties.

On July 27, 2016, in Philadelphia, Hillary Clinton conveyed her campaign speech at the *Democratic National Convention*. She is the representative of a woman to become a presidential candidate for America in 2016. In national convention, her campaign focuses on four things that are very important to American society, such as increasing middle-class income, building universal preschool, making universities more affordable, and improving the Affordable Care Act. Hillary Clinton also explains the details about how she will "authorize all Americans to live better lives." Hillary Clinton focuses on the motive like national safety and how to maintain wages, areas where she says Americans are "looking for calm leadership." Hillary Clinton uses the theme "Stronger Together" for her campaign.

Besides, the researcher analyzes the way Hillary Clinton delivers her speech to fulfill the lack of previous research. The way Hillary delivers her speech is crucial because it can influence the speaker's ethos when she delivers her speech. McCroskey (1997, p. 91) said that successful communication centered on ethos related to the speaker's quality of speech delivery. Ethical proofs make the speaker more reliable by stressing the capability of the speaker in delivering her speech. The speaker can quickly get the listener's belief by having an argumentative point with the actual information. Therefore, the speaker must

control and has comprehensive knowledge before giving their speech. The speaker's performance is evaluated by their eyes, hair height, body shape, dress, and various body behaviors, like stare and manner (Charteris-Black, 2011, p. 45). The researcher applies the theory of Nikitina about the way Hillary delivers her speech. The way Hillary delivers her speech becomes essential because the speech performance of Hillary can support the rhetorical style in conveying the message. Rhetoric not only looks at the linguistic side but also the metalinguistic side of the speaker.

There are previous studies that focused on the rhetorical Analysis: Pu (2007) in President Bush's speech, Horvath (2009) in Obama's speech, Fadhillah (2010) in DRTV Advertisement, Sari (2012) in Prophet Muhammad's Religious Sermon, Widyawardani (2016) in Donald Trump's speech, Shabrina (2016) in Hillary Clinton's speech, Simanullang (2018) in Governer candidates' speech in Jakarta, Abdel-Moety (2015) in President El-Sisi's speech. All those previous studies focused on the form of words, phrases, and utterances, which appeared in their object. Several of them combine the rhetorical analysis with another discipline such as CDA and Pragmatic. For example, is Horvath (2009) analyzed the political speech of Obama from a CDA perspective to investigate the persuasive strategies and the hidden ideology of his political speech. While Pu (2007), he analyzed President Bush's speech from a pragmatic approach to providing an interpretation of the speech.

The researcher also provided other studies; Setiawan (2014) examined persuasive strategies that occurred in BarackObama's speech in 2012. The result

showed there are three primary strategies used by Barack Obama when he delivered his valuable information. They are; logos, ethos, and emotional proofs (pathos). These strategies make the speaker generates a significant persuasive speech. He found that the most strategy used by Barack Obama in his speech is pathos. BarackObama more often used pathos than the other approaches to make his speech significant and make the audience believe and convince to the speaker. He also discovered that President Obama's speech aims to get the listener's trust in his competence in accomplishing the problems of politics in the US. Also, he analyzed the purpose of the type of persuasive strategy used in BarackObama's speech. He related the metaphor and repetition when analyzed the purpose of the persuasive strategy. However, he did not investigate the way Barack Obama delivers his speech. So, this research decides to analyze the way Hillary Clinton delivers her speech.

Haider (2014) conducted a study about ethos, pathos, and logos of MalalaYousafZai's speech. Critical discourse analysis was used by Haider to examine the speech of MalalaYousaf Zai. Malala's speech serves a message of hope, courage, and power in the face of terrorism. He found that Malala used the technique of synonymies to attract the pathos of the audience: a method in which the speaker applies several synonyms together to stress and define the topic of the speech. It can also be called as a kind of rehash that reinforces the competence of the speaker. Adinoeta, the figure of logos, was used by Malala in her speech. Malala applied her ethos by showing her effort to build her competence, character, and worth through her view as the champion not to be as the victim in her

country. The lack of his research is that he used the same theory with Alvi & Baseer's research.

Persuasive strategy in JokoWidodo's Political Speech was also analyzed by Nurrosyidah (2016). She found that JokoWidodo used the three modes of persuasive strategy based on Aristotle's theory (ethos, logos, and pathos). It reveals that the most frequently JokoWidodo used in his speech are pathos and logos. JokoWidodo applied pathos in his speech through every sentence by showing his emotion to the audience. JokoWidodo used the modes of logos strategies by showing some an example, actual data, and logical opinion to make the audience trust to him. The lack of Nurrosyidah's research is that she did not analyze the use of pronouns that appeared in Joko Widodo's speech. So, the researcher wants to fulfill the lack of previous research to analyze the use of pronouns that appeared in Hillary Clinton's speech.

From all the previous studies, they have different theories to analyze rhetorical style or persuasive strategy through Aristotle's modes of ethos, pathos, and logos. Both of them did not investigate the use of pronouns that can strengthen the speaker's utterances in his or her speech. Second, all the previous studies did not connect with the strategy of speech delivery theory based on Nikitina. Thus, the researcher used discourse analysis (DA) as an approach and rhetorical analysis as the topic to analyze Hillary Clinton's speech. The researcher also fulfills the lack of previous research by analyzing the speech delivery strategies when the speaker delivers his or her speech. The researcher analyzes the body movement, volume, pitch, paces of the speaker when delivering the speech.









































































aware that only caring is not enough, but it must be realized by an action. She also got the idea for a better America. She wanted that all the children get their rights for their education, include every kid with a disability. Furthermore, Hillary said that she ever met Ryan, and it can be a proof of logical reason to make her program happen. Data 5 showed when she met Ryan:

**Data 5:**“I first met Ryan as a 7-year-old. He was wearing a full-body brace that must have weighed 40 pounds because I leaned over to lift him up. Children like Ryan kept me going when our plan for universal health care failed and kept me working with leaders of both parties to help create the Children’s Health Insurance Program that covers 8 million kids in our country.”

The data above is the other logical reason why Hillary Clinton still maintaining a Health Insurance Program plan that failed to be approved by Congress in 1994. She is very concerned about health and education programs for children. She never gave up on realizing these important programs. In 1997 and 1999, she was instrumental in establishing children's Health Insurance Program and Family Law. Hillary Clinton always thinks about the Children’s Health Insurance Program for the children who needed it. She wants her plan about health care for Universal still working after she met Ryan. She thinks that health care for the children very important because all the children are the next generation of the nation.





by the United States. Hillary Clinton convinced the audience by emphasizing through the utterance, *"I believe that when we have millions of hardworking immigrants contributing to our economy, it would be self-defeating and inhumane to try to kick them out."* In this case, Hillary Clinton convinced the audience that she has comprehensive knowledge about economic. She used her intelligence and logic to solve the economy's problem in America by adjusting the conditions of the American economy at that time. This strategy would help her to make sure or persuade the audience about the intelligence of Hillary Clinton in the sector of economic.

Furthermore, next, the researcher gave another proof that made the audience believe with Hillary's intelligence. The data is in data 8:

**Data 8:** "In Atlantic city, 60 miles from here, you will find contractors and small businesses which lost everything because Donald Trump refused to pay his bills."

The other intelligence about the economic sector that showed by Hillary Clinton is through Donald Trump's facts about the recession and bankruptcy experienced by Donald Trump. The data above showed the fact that happened in Donald Trump at that time, and Hillary Clinton tried to explain the accident to the audience to make the audience believe that Hillary could solve the problem. Hillary Clinton said that the Associated Press found that Trump owed \$70 million to 253 contractors. After about a year later, many contractors only got 33 percent of their debt, and as a result, several of them went bankrupt. At that time, it was not clear that

















































short pause but not often. She used a short pause when she told one story to another. She applied her short pause when she showed her emotion about something.

A speaker uses spontaneity pause to find out the right words that the speaker already knows. The speaker also uses spontaneity pause to pretend to contemplate something so that her speech looks natural. Spontaneity pauses, not always "unplanned," but they make speech look natural, smoother, and less trained (Nikitina, 2011, p. 27). In Hillary's speech, the researcher did not find that Hillary applied the spontaneity pause to gain the right words. She always conveyed her speech directly without suddenly pauses her speech. The researcher believed that Hillary Clinton had prepared all the logical reasons or statements that will be conveyed to the audience.

However, the speaker provides a longer pause lasting from three seconds to several minutes on a long pause. The public speaker who has much experience who feel comfortable speaking in front of a large group of people will use a long pause (Nikitina, 2011, p. 27). The result of analyzing Hillary's speeches is that Hillary often used the long pause in her speech. Hillary became silent when the audience is shouting her name, and she did a pause for several minutes. It shows that Hillary appreciated the audience and not suddenly continue her speech. Hillary waited for the audience until the situation in the room is silent.

Returning the listener's concern to what was said and stressing the last sentence is the purpose of pseudo pause. From analyzing the data, the researcher found that Hillary Clinton emphasizes the important sentence to convince the



showed her intelligence and motive to show that she can be the president for the future of America. Hillary proved that all of her experiences before she can be nominated for presidential candidacy could make the audience's belief and interest with her. On the other hand, to strengthen the use of ethos, Hillary used the pronoun "we." She uses the pronoun "we" as many as 119 times. She mentioned it to build the audience's belief in her credibility and character through her message. She also used "we" to prove that she has a strong relationship with society. The power to solve America's problems is not just from the president but also society; all Americans. So, she emphasizes the use of "we" to convince that all of us can fix together like the slogan that she used "Stronger Together."

The second types which appeared in Hillary's speech are emotional evidence or pathos. Hillary often showed her emotion when she conveyed her speech. The emotional proof appeared in Hillary's speech as much as 38%. Based on Griffin (2012, p. 294), emotional proof, come from feelings, and speech that comes out of the audience when they hear it. Hillary used her pathos in positive and negative situations. She showed her negative emotions like anger, hatred, fear, and envy. Her positive emotions are admiration, calmness, friendship, and confidence. Besides that, when Hillary told her anger or hatred, she gave the actual information, so the audience trusts what Hillary says. Furthermore, Hillary gave a positive statement to make the audience feel calm and comfortable with her. Moreover, sometimes, she also conveyed her

admiration to someone who motivates her until she can be nominated as the first woman presidential candidacy.

The last type used by Hillary Clinton is logos about 7%. This logical reason consists of enthymeme and example. The researcher gained the logical reasons which appeared in Hillary's speeches. The researcher believed that all of the experiences of Hillary became the actual information that can make the audience trust to her.

While the researcher did not just find the answer to the first research question, but the researcher also got the answer to the second research question. The researcher explained speech delivery used by Hillary Clinton during her speech. Hillary applied storytelling as much as 12% when she conveyed her speech so the audience can get and understand the meaning of Hillary's utterance. Not just about storytelling, Hillary also showed her body language to get the audience's attention during her speech. She looked right, left, and center of the audience. So, all the audiences felt that Hillary gave her attention to the audience. Next, the movement of Hillary's body also appeared in the video. Hillary moved her hands and eyes to show emotion or when she explained the actual information.

Another strategy that proved Hillary delivered her speech well is the speed, volume, and pauses which used by Hillary. Hillary used proper speed and pause that made the audience can absorb the messages during her speech. From the video, it appeared that the audience felt satisfied and got the intention of Hillary's speech. The researcher also saw that the audience shouted the name

Hillary when she conveyed her ideas and programs for a better America. The speed and volume used by Hillary also showed that she is very calm in bringing her speech to America.

The last, Hillary, also displayed the slogan "Stronger Together" around the room. The slogan was intended to make America better than before so that the audiences remembered the slogan used by Hillary for the welfare of American citizens. Hillary Clinton decided to use the slogan because she did not agree with the statement of Donald Trump. She wanted both American and their president can solve the problems which happened in America.

Between rhetorical style and speech performance of Hillary Clinton have a relationship when she delivered her speech. A rhetorical style used by Hillary aimed to get the audience's trust. Hillary showed her intelligence, good character, logic reason, and positive response to the audience to make the message can be trusted. Besides her rhetorical style, another side that can make her speech effective is her speech performance. Her speech performance can attract the audience's attention so the audience will give full attention to Hillary. Also, this way can increase audience confidence to Hillary so she can be a trustworthy speaker. So, both of them are the critical things to make effective speech.

The researcher tried to compare this research with the previous researchers. The first research is from Setiawan (2014). He analyzed the persuasive strategies of Barack Obama's speech in 2012. The result of the research, he found that the most strategy used by Barack Obama is pathos.

Barack Obama used pathos to make his speech significant and make the audience believe with him. Besides that, Setiawan also related the metaphor and repetition when analyzed the purpose of the persuasive strategy. The differences between the previous study and this research are the result of the strategy used by the speaker. The researcher analyzed the rhetorical style of Hillary Clinton's speech in 2016. The result of this research is that the most rhetorical proof used by Hillary is ethos. Hillary used ethos to strengthen her credibility, intelligence, and character to get the audience's trust.

Nurrosyidah (2016) analyzed the persuasive strategy in Joko Widodo's political speech using Aristotle's theory (ethos, logos, and pathos). It revealed that pathos and logos are the most frequently used by Joko Widodo. Joko Widodo used pathos through every sentence by showing his emotion and logos by showing some an example, actual data, and logical opinion. This previous research is different from the present research. In the previous research, the researcher used Aristotle's theory, but she did not analyze the use of pronouns by the speaker. Furthermore, she did not analyze the speech performance of the speaker. While in this research, the researcher analyzed the rhetorical proofs based on Aristotle's theory then added with the use of pronoun and speech performance by the speaker. The researcher analyzed the use of pronouns to strengthen the result of rhetorical proof used by the speaker. Moreover, the speech performance of the speaker can attract the audience's attention and make the speaker trustworthy. Between the rhetorical style and speech performance of the speaker make an effective speech.













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