# RHETORICAL STYLE ANALYSIS OF HILLARY CLINTON'S SPEECH

#### **THESIS**



#### BY:

# LAILATUL MAGHFIROH QOTRUNNADA REG. NUMBER: A03216025

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

UIN SUNAN AMPEL SURABAYA

2020

### DECLARATION

I am the undersigned below:

Name

: Lailatul Maghfiroh Qotrunnada

NIM

: A03216025

Department

: English Department

Faculty

: Arts and Humanities

Truly state that the thesis I wrote is really my original work, and not a plagiarism/fabrication in part or in whole.

If in the future it is proven that this thesis results from plagiarism/fabrication, either in part or in full, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, 11th March 2020

Who make the statement

Lailatul Maghfiroh Qotrunnada

#### APPROVAL SHEET

# RHETORICAL STYLE ANALYSIS OF HILLARY CLINTON'S SPEECH by Lailatul Maghfiroh Qotrunnada

Reg.Number: A03216025

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, February 27th, 2020

Thesis Advisor

Raudlotul Jannah, M.App. Ling NIP. 197810062005012004

Acknowledged by: The Head of English Department

Dr. Wahju Kusumajanti, M.Hum NIP. 197002051999032002

#### EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN SunanAmpel Surabaya on

The Board of Examiners are:

Examiner 1

Raudlotul Jannah, M.App.Ling. NIP. 197810062005012004 Examiner 2

Prof. Dr. Zuliati Rohmah, M.Pd. NIP. 197303032000032001

Examiner 3

Dr. A. Bzoul Milal, M.Pd. NIP. 196005152000031002 Examiner 4

Murni Fidiyanti, M.A. NIP. 198305302011012011

Acknowledged by:

The Dean of Faculty of Arts and Humanities

UIN Sunan Ampel Surabaya

NIP. 196210021992031001



# KEMENTERIAN AGAMA UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300 E-Mail: perpus@uinsby.ac.id

# LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Nama	: Lailatul Maghfiroh Qotrunnada			
NIM	: A03216025			
	: Adab dan Humaniora / Sastra Inggris			
E-mail address	: lailatul 1608 @ gmail.com			
UIN Sunan Ampe Sekripsi □	gan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaa I Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :  Tesis Desertasi Lain-lain ()  Style Analysis of Hillary Clinton's Speech			
Kiletoriear				
Perpustakaan UIN mengelolanya di menampilkan/mer akademis tanpa p	yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ir N Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-karalam bentuk pangkalan data (database), mendistribusikannya, da mpublikasikannya di Internet atau media lain secara fulltext untuk kepentinga erlu meminta ijin dari saya selama tetap mencantumkan nama saya sebag lan atau penerbit yang bersangkutan.			

Surabaya, 23 Juni 2020

Penulis

(lailatul Maghfiroh Q.) nama terang dan tanda tangan

#### **ABSTRACT**

Qotrunnada, Lailatul Maghfiroh. 2020. *Rhetorical Style Analysis of Hillary Clinton's Speech*. English Department, Universitas Islam Negeri Sunan Ampel Surabaya. Advisor: Raudlotul Jannah, M.App. Ling.

**Keywords:** rhetorical proof, speech delivery, Hillary Clinton's speech

Rhetorical style is significant to attract attention, influence, and persuade listeners to believe what the speaker is saying. However, the balance between the style of rhetoric and the delivery of speech will make speech more effective. In this research, the researcher focused on the rhetorical analysis of Hillary Clinton's speech. This research discusses two things they are what Hillary Clinton uses rhetorical proof and how the way Hillary Clinton delivers her speech.

The researcher used a qualitative method with clear descriptions. The theory used to answer the question is Aristotle's (1954) theory about three types of rhetorical proof: logical or logos proof, ethical or ethos proof, emotional or pathos proof. The researcher also usedNikitina's theory (2011) about delivering speeches consisting of storytelling, body language, tone of voice, pauses, and visual aids. The data were collected by transcribing Hillary's speech. The data was in the form of Hillary Clinton's utterance. The researcher analyzes by identifying the type of rhetorical proof and the way Hillary Clinton delivers her speech.

The result shows that researchers found Hillary Clinton using all types of rhetorical proof and delivering speech effectively. Hillary Clinton uses logic proof (logos) as much as 7%, emotional proof (pathos) as much as 38%, and ethical proof (ethos) as much as 56%. From these results, ethical proof is the most dominant evidence used by Hillary in her speech. Hillary showed intelligence, character, and good intentions to the audience to get the attention and trust of the audience. On the other hand, Hillary also uses the pronoun "we" as the rhetorical style which she used during her speeches. The pronoun "we" is used 119 times to support ethical proof (ethos) and regard the audience as part of her. The result for the second question is that Hillary Clinton has delivered a compelling speech using all components of successful speech, according to Nikitina's theory (2011). Hillary uses storytelling as much as 12%, regulates her body language as well as possible, uses her voice tone and pauses accordingly, and provides props.

#### **ABSTRAK**

Qotrunnada, Lailatul Maghfiroh. 2020. *Analisis Gaya Bahasa Retorika pada Pidato Hillary Clinton*. Program Studi Sastra Inggris. UIN Sunan Ampel Surabaya. Pembimbing: Raudlotul Jannah, M.App.Ling.

**Kata Kunci**: bukti retoris, penyampaian pidato, pidato hillary clinton

Gaya bahasa retorika sangat penting untuk menarik perhatian, memengaruhi, dan membujuk para pendengar untuk percaya terhadap apa yang dikatakan olehpembicara. Akan tetapi, keseimbangan antara style retorika dengan cara penyampaian pidato akan membuat pidato menjadi lebih efektif. Pada penelitian ini, peneliti berfokus pada analisis retorika pada pidato Hillary Clinton. Peneliti menganalasis bukti retorika dan cara penyampaian pidato yang digunakan oleh Hillary. Penelitian ini membahas dua hal, yaitu bukti retorika apa saja yang digunakan oleh Hillary Clinton dan bagaimana cara Hillary Clinton menyampaikan pidatonya.

Dalam penelitian ini, peneliti menggunakan pendekatan kualitatif dengan penggunaan deskripsi yang jelas. Teori yang digunakan untuk menjawab pertanyaan yang ada yaitu teori Aristotle (1954) tentang tiga jenis bukti retorikal: bukti logika atau logos, bukti etis atau ethos, bukti emosional atau pathos. Peneliti juga menggunakan teori Nikitina (2011) tentang penyampaian pidato yang terdiridari: bercerita, bahasa tubuh, nada suara, jeda, dan alatperaga. Data dikumpulkan dari transkripsi pidato Hillary Clinton.Data dari penelitian ini berbentuk ucapan Hillary Clinton. Peneliti menganalisis dengan mengidentifikasi jenis bukti retorika dan cara Hillary Clinton menyampaikanpidatonya.

Hasil penelitian menunjukkan bahwa peneliti telah menemukan Hillary Clinton menggunakan semua jenis bukti retorika dan penyampaian pidato secara efektif. Hillary Clinton menggunakan bukti logika (logos) sebanyak 7%, bukti emosional (pathos) sebanyak 38%, dan buktietis (ethos) sebanyak 56%. Dari hasil tersebut, bukti etis merupakan bukti yang paling dominan digunakanoleh Hillary pada pidatonya. Hillary menunjukkan kecerdasan, karakter, dan niat baiknya kepada khalayak untuk mendapatkan perhatian dan kepercayaan khalayak. Disisi lain, Hillary juga menggunakan kata ganti "kami" sebagai style retorika yang dia gunakan selama menyampaikan pidato. Kata ganti "kami" digunakan sebanyak 119 kali untuk mendukung bukti etis (ethos) yang terjadi dan menganggap audiens sebagai bagian dari dirinya. Hasil analisis untuk pertanyaan kedua adalah Hillary Clinton telah menyampaikan pidato yang efektif dengan menggunakan semua komponen pidato yang sukses menurut teori Nikitina (2011). Hillary menggunakan cara bercerita sebanyak 12%, mengatur bahasa tubuhnya sebaik mungkin, menggunakan nada suara dan jeda dengan sesuai, dan menyediakan alat peraga.

# **TABLE OF CONTENTS**

Cover Page	
Declaration	
Thesis Advisor's Approval Sheet	
Thesis Examiner Advisor's Approval Sheet	
Publication Approval Sheet	
Abstract	
Abstrak	
Table of Contents	
List of Figure	
List of Figure	XI
CHAPTER 1 INTRODUCTION	
1.1 Background of the Study	
1.2 Research Problems	8
1.3 Significance of the Study	
1.4 Scope and limitation of the Study	
1.5 Definition of Key Terms	9
CHAPTER 2 REVIEW OF RELATED LITERATURE	
2.1 Theoretical Framework	
2.1.1 Discourse Analysis	11
2.2 Rhetorical Proofs	12
2.2.1 Logical proof or logos	12
2.2.2 Ethical proof or ethos	14
2.2.3 Emotional proof or pathos	16
2.3 The Fifth Rhetorical Canon: Speech Delivery	18
2.3.1 Storytelling	18
2.3.2 Body Language	19
2.3.3 Tone of Voice	20
2.3.4 Pause	21
2.3.5 Visual Aids	23
2.4 2016 Democratic National Convention	24

### **CHAPTER 3 RESEARCH METHODS**

3.1 Research Design	.25
3.2 Data Collection	.25
3.2.1 Data and data source	.25
3.2.2 Research Instrument	.26
3.2.3 Data collection technique	
3.3 Data Analysis	.30
CHAPTER 4 FINDINGS AND DISCUSSIONS	
4.1 Findings	.33
4.2 Discussions	.61
CHAPTER 5 CONCLUSION AND SUGGESTION	
5.1 Conclusion	.67
5.2 Suggestion	. 68
REFERENCES	.70
Appendix	.74

# LIST OF TABLES

3.1 Table of Rhetorical proof	28
3.2 Table of Speech Delivery	29
3.3 Classification of Rhetorical proof	30
3.4 Classification of Speech Delivery	31
4.1 Percentages logos of Hillary's speech	34
4.2 Percentages ethos of Hillary's speech	38
4.3 The use of pronouns	45
4.4 Percentages pathos of Hillary's speech	46

### LIST OF FIGURES

3.1 Identifying and Classifying data	27
4.1 Percentages of rhetorical proof	32
4.2 Eye Contact of Hillary	56
4.3 Hand movement of Hillary	57
4.4 Hillary's posture	57
4.5 Expression and hand movement of Hillary	58



#### **CHAPTER I**

#### INTRODUCTION

In this chapter, the researcher provides several subchapters. They are background of the study, research questions, significance of the study, scope, and limitation, and definition of key terms.

#### 1.1 Background of the study

The study of rhetorical style, as a branch of science, has become an essential aspect of communication in speaking style. Mastering the knowledge of rhetoric and speaking skills in using language appropriately can improve the ability to speak in public. In order to get success experience in speaking, a speaker must convey the message efficiently with reliable sources so the message can be trusted by the audience. That is why rhetoric is critical in speaking to convince the audience. Besides that, rhetoric has many functions based on several experts. Rhetoric could be a competency skill in speaking for selecting and using language to build the audience's trust (Aristotle, 1954, p. 290). Speaker must choose and use the right diction to make a statement that can be trusted by the audience. Because when the speaker uses the wrong vocabulary, they will give false information. Besides, rhetoric also can show the speaker's senses and ideas to affect the audience. Rhetoric, sometimes regarded as the study of persuasion (Herrick, 2005, p. 3). Persuasion in this situation is interpreted positively, which make the audience to know, understand, and believe in the message conveyed by the speaker.

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 2016and 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.

This study aims to investigate how Hillary Clinton's shows her rhetorical style through her speech. Moreover, to show the rhetorical proofs of Hillary Clinton, all the proofs are counted in the percentage. The researcher identifies the type of rhetorical proofs and the speech delivery strategies that happened in Hillary Clinton's speech because it can make the audience believe and interest with the speaker. Last, the researcher hopes that the findings in this study can be a useful reference for the reader. So, the reader can understand how the rhetorical proofs and speech delivery strategies can make the speaker trustworthy.

#### 1.2 Research Questions

- 1. What are the rhetorical proofs used by Hillary Clinton in her speech?
- 2. How does Hillary Clinton deliver her speech?

#### 1.3 Significance of the study

The research concerns how rhetorical style and the way Hillary delivered the speech. In rhetorical analysis, it is essential to convey the message efficiently and make the message can be trusted by the audience. On the other hand, the speech performance of the speaker also gives an influence to their speaking. It can attract the attention of the audience and make them believe in the speaker. So, both of them can influence each other to gain the audience's trust.

#### 1.4 Scope and Limitation of the Study

The researcher restricted to researching Hillary Clinton's speech. The researcher focused on Hillary Clinton's speech at DNC 2016 from youtube.com. The researcher limits the data; the video was taken from ABC News Channel,

which published on July 29, 2016. The video used by the researcher has a duration of 57:33 minutes. The title of the video is "Hillary Clinton Full Speech at the Democratic National Convention."

#### 1.5 Definition of Key Terms

- Rhetorical analysis is an analysis that uses language effectively and
  persuasively in spoken or written form that aims to convince, influence, or
  motivate the audience in specific situations.
- 2. **The rhetorical proof** is proof that includes the intelligence, logical reasons, and emotions (ethos, logos, and pathos) of the speaker used to convince or motivate the audience.
- 3. **Political speeches** are speeches relating to ideas and ideologies delivered by the speaker through language and aiming to influence, persuade, or motivate audiences. The political speech was delivered by someone working in a political institution, such as Hillary Clinton.
- 4. Hillary Clinton is an American politician, diplomat, lawyer, writer, and public speaker. First Lady of Arkansas from 1979 to 1992 because of her husband as governor of Arkansas. First Lady of the United States from 1993 to 2001. From 2001 to 2009, she served as the United States Senator from New York. Together with Barack Obama, she became the 67th Secretary of the United States from 2009 to 2013. In 2016, Hillary Clinton became the first woman to be nominated as president of the United States by major political parties in 2016.

5. Democratic National Convention 2016 is a presidential nominating convention. The convention gathers delegates from the Democratic Party to nominate a candidate for president and vice president in the 2016 United States presidential election.



#### **CHAPTER II**

#### REVIEW OF RELATED LITERATURE

This chapter provides theories applied in this research. The researcher uses two theories; Aristotle's theory about rhetorical proof and Nikitina's theory about the way Hillary delivers her speech.

#### 2.1 Theoretical Framework

This section will explain several theories related to the research. This chapter consists of the theories about rhetorical proofs and speech delivery, which related to the statement of the problems. Several theories utilized by the researcher to answer all the statements of the problems. On the other hand, the researcher also provides the theories related to the issues which the researcher analyzed. The theories are discourse analysis, the rhetorical proofs, speech delivery, and the previous related to the research.

#### 2.1.1 Discourse analysis

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.' Gee (1999, p. 13) explains there are two research differences from discourse studies; the first is focuses on the objectivity of discourse in the form of meaning, structural function of a sentence. The second one more emphasizes the social,

cognitive, political, and cultural aspects of the discourse and focuses on a social, cognitive, cultural, political, and psychological process.

#### 2.2 Rhetorical Proofs

In this part, the researcher reviews the theories related to this research. Furthermore, in this section, the researcher uses rhetorical proofs and speech delivery theory. Aristotle's stated rhetorical theory, which focuses on rhetorical proof, is the capability to convince others about something in any situation. According to Aristotle (in Griffin, 2012, p. 290), the things that are spoken by the speaker are artistic proofs. There are three types of artistic proofs, according to Aristotle. He called these: logical (logos), ethical (ethos), and emotional (pathos).

#### 2.2.1 Logos or logical proof

In rhetorical theory, Aristotle (1954, p. 291) uses logical reason to strengthen his or her arguments or utterances. Herrick (2005, p. 13) also stated, "Logos was the study of disturbances or reasoning related to logic." Based on Aristotle (in Griffin, 2012, p. 291), logos arises from someone's argument in his or her speeches. Proving the speaker's argument to convince an audience can utilize several logical reasons. In logos, there are two main points based on Aristotle, and they are enthymeme and example.

#### 1. Enthymeme

Aristotle thinks that enthymeme as relevant proof. Based on Christof (2010,p. 15), enthymeme regarded as the rhetorical proof, and people directly convinced when they think something has emerged. Argumentative statements

in the form of conclusion and premises are called syllogism (Corbett, 1999, p. 62). However, there is a differentiation between syllogism and enthymeme. Syllogism provides temporary conclusion from universal premises while enthymeme provides temporary conclusion from possible premises, Aristotle (1954, p. 292). Moreover, based on Corbett (1999, p. 62), the audience feels satisfied with possible conclusions relating to rhetoric.

#### 2. Example

An example is one of the effective methods for giving ideas, and it is also a favorite way of the speaker to convey the speaker's thinking so the audience can understand the intent (Griffin, 2012, p. 292).

According to Aristotle (1954, p. 292), Illustrative parallel and fable are the two types of examples. A speaker's strength to think of analogies that can be expanded from intellectual meaning is the main point of parallel illustrative. However, it is easier if the speaker is creating a fable in his or her speeches. The future will be like the past, and it is crucial for people who talked about politics to give his or her speeches by telling an actual happened. It will help the audience imagine ideas when a speaker attempts to convey to the audience. Trump gives an example in his speech to define his idea:

"There's too much – it's like – it's like take the New England Patriots and Tom Brady and have them play your high school football team. That's the difference between China's leaders and our leaders."

From the example above, Donald Trump wants to compare the difference between the two football teams. He compares between football team,

which has excellent skills with the high school football team, which still amateur. The analogy used by Donald Trump aims to show the professionalism of his country leaders.

#### 2.2.2 Ethos

Based on Herrick (2005, p. 13), Aristotle argues from three rhetorical proofs, and the most persuasive was the ethos. Herrick (2005, p. 13) says that people will understand what the speaker says when a speaker has extensive knowledge, can be trusted, and has good intentions. In rhetoric, Aristotle identified three things that can create a speaker's high credibility; intelligence, virtuous character, and good intentions (Griffin, 2012, p. 292).

#### 1. Perceived Intelligence

Audiences value intelligence between the beliefs and the ideas of the speaker (Griffin, 2012, p. 293). The audience can be persuaded when they consider that the speaker has competent and is reasonable (Verderber, Sellnow, and Verderber, 2012, p. 11). A speaker's intellect is conveying by telling his or her capability. To show the speaker's capability or competence, he or she shares his or her experiences by adding actual information in his or her speech. Moreover, using proof from actual information in a speech can make the speaker look more to be convinced. By doing that, the speaker can get the audience's belief, and the audience knows the quality and intellect of the speaker (Verderber, Sellnow and Verderber, 2012, p. 11). Example:

"And our real unemployment is anywhere from 18 to 20 percent. Don't believe the 5.6. Don't believe it."

DonaldTrump gives the actual information through the actual number of unemployment in his country. DonaldTrump tries to show his competence to the audience.

#### 2. Virtuous Character

Character is related to the speaker's image as a trustworthy person. Good character is the speaker's capability to build listeners' beliefs (Verderber, Sellnow, and Verderber, 2012, p. 11). To obtain the listener's belief, a speaker can start by sharing the experiences of the speaker. A speaker can give his or her motives to show a character then the listener thinks of the speaker as a person who can be trusted so that it can improve the character of a good speaker (Verderber, Sellnow, and Verderber, 2012, p. 11). Example:

"I'll bring back our jobs from China, Mexico, from Japan, from so many places. I'll bring back our jobs, and I'll bring back our money."

The statement of DonaldTrump shows his good character by saying that he will bring back jobs and money from China, Mexico, Japan, et cetera. The purpose of Trump saying like that is to get the audience's trust.

#### 3. Goodwill

Positive assessment of the good intention of a speaker to the audience is called good intentions. Aristotle said, extraordinary intelligence and strong character must be owned by a speaker, but the best listener may be owned by a speaker. According to Verderber, Sellnow, and Verderber (2012, p. 11), goodwill is the audience's perception of speakers who are trusted by the

audience, empathize, and be responsive to them. When a speaker has good intentions, the audience will believe what the speaker is saying. Example:

"Thank you, darlin,"

By saying, "thank you," it is proof that Donald Trump is very responsive to his audience. He tries to build a good relation and chemistry with the audience.

#### 2.2.3 Pathos

According to Aristotle, pathos is related to sympathy, empathy, and words pathetic. Emotional proof comes from feelings and speech that come out of the audience when they hear it (Griffin, 2012, p. 294). The emotional is refers to the term of pathos. It can give the message and the persuasive power to make the audience act or do something. Nevertheless, Aristotle's interest in emotional proof is related to the ability of emotions to influence audience judgment (Herrick, 2005, p. 14). Thus, Aristotle makes a series of opposing feelings, then explains the condition of each mood experienced, and finally illustrates how the speaker can make the audience feel that way (Griffin, 2012, p. 294).

#### 1. Anger versus Calmness

Aristotle 1954, calm is the opposite of anger. We must make sure in people's minds whether they are calm, to whom and how they feel calm.

Aristotle defines calm as calming the feelings of anger that arise. Feelings of anger will arise when they are not satisfied with the effort to fulfill a need,

Griffin (2012, p. 294). According to Aristotle, words, and behavior that can offend others will make someone angry. Fear versus Confidence

#### 2. Fear versus Confidence

Aristotle stated that fear could be intended as an illness or disorder because of some painful crime. A belief that something will happen to someone will cause fear. Aristotle also explained that trust is the opposite of fear. As the Griffin (2012, p. 294) said, a mental picture of a disaster can cause fear. A speaker must clearly describe the word tragedy show that it is likely to occur. On the other hand, when someone feels that he has succeeded and has never experienced a reversal or often faces danger and can escape safely, then confidence will arise in him. It means that successful experience can build someone's trust.

#### 3. Admiration versus Envy

Aristotle said that jealousy is a pain because of seeing the excellent destiny of others consisting of the good things that have been mentioned; one feels about equality, not with the idea of how to get things for themselves.

According to Griffin (2012, p. 294), people are amazed at *moral virtues*, *power, wealth, and beauty*. Admiration will increase by showing that someone has obtained or fulfilled his own needs through hard work and not just luck.Love or Friendship versus Hatred

#### 4. Love or Friendship versus Hatred

Aristotle (1954) described friendly feelings to anyone as hope for what someone believed to be a good thing, not for yourself but others. Anger or

revenge can cause hostility and hatred. Anger arises from self-violation, while hostility can arise without it. Anger is always associated with individuals, but hatred is associated with groups.

#### 2.3 The Fifth Rhetorical Canon: Speech Delivery

Based on Nikitina (2012, p. 18), the process of using voice and body language effectually is called speech delivery. Sometimes some speakers focused on the content of their speech and ignored the importance of sending speech that is understood by deaf people.

Corbett and Connors (1999, p. 62) said the primary purpose of speech delivery is attention to proper management and movement (action). Sound modulation for the right tone, volume, and emphasis and about pauses and phrases are also set on the precepts. In terms of action, the orator is trained in body movements, proper body language, and management of eyes and facial expressions. Nikitina (2011) said five components make an effective speech. They are storytelling, body language, tones of voice, pauses, and visual cues.

#### 2.3.1 Storytelling

The narrative of a real story used when someone speaks in public as a media for sharing, interpreting, and conveying the content of the story to the audience is called storytelling. The speaker may include actual information about the speaker's life. It can be a speaker's past funny story or mistakes.

Success stories from the biography of expert people can also be shared by the speaker (Nikitina, 2011, p. 18).

Storytelling is used by an expert speaker to make his or her explanation memorable. The expert speaker also has the purpose of building good relationships with the audience, stressing the explanation, tell the newest issues, encourage thought, create community trust, improve the quality of the group, and empower people to do something (Nikitina, 2011, p. 19).

#### 2.3.2 Body Language

Body language is a process of non-verbal communication physically, mentally, and emotionally that we are shown through conscious and unconscious movements. According to psychological findings show that the message received by the audience includes 55% of nonverbal communication, especially in body language. While our rational mind will feel and interpret all forms of words, physical movements and facial expressions will be interpreted through a deeper subconscious level (Nikitina, 2011, p. 21). It concludes that listeners can be helped to get the messages from a speaker through body language.

#### 1. Posture

The speaker must stay relaxed, and body posture must remain upright to show that s/he looks comfortable with his or her speech. Leaning or gripping the podium is something that the speaker should not do. The speaker also must avoid moving weights from one position to another because it can disturb (Nikitina, 2011, p. 21).

#### 2. Body Placement

A speaker will regain the audience attention by changing his or her body from one point to another, which is called movement. According to Nikitina (2011, p. 21), the things that can express the speaker's anxiety when giving a speech are clenching your hands, carrying a paper, fiddling with clothes, or entering the hands in a pocket. The speaker could build connections with the audience and win the admiration of the audience by giving a sincere smile. A speaker must show his or her sympathy and interest in the audience, and give his/her best way to look at the audience with her or his smile when s/he is talking (Nikitina, 2011, p. 21).

#### 2.3.3 Tone of Voice

The speaker's tone of voice reveals the speaker's belief, emotive state, and behavior. Through message sent, voice tones have a percentage of 33%, while 7% contains about the actual words that the speaker utters through the communication. Nikitina (2011, p. 22) stated that the tone could influence how the quality of the speaker's voice rather than the content.

#### 1. Pace

The speech at which we say our thought accurately is called the pace of the speech. Someone nervous or excited will rush to deliver his speech, hoping the presentation will finish as soon as possible. The listener will feel challenged when the speaker talks at a quick speed. So, the listener must pay attention to the speaker to get the speaker's idea or explanation. While the listener will not be interested in the presentation because some

messages are not well informed. On the other hand, when the speaker delivers his presentation at a slow pace, the listener has much time to grasp an explanation, but the listener can think further than the topic. The average speed for giving a good speech is 140-150 words per minute (Nikitina, 2011, p. 25).

#### 2. Pitch

According to Nikitina (2011, p. 25), listeners prefer a low voice, both men and women, because it is related to the authority, credibility, strength, and confidence of a speaker. Conversely, the audience is less fond of high-pitched voices because it can be considered less persuasive, weak, less honest, and more nervous.

#### 3. Volume

Nikitina (2011, p. 26) said that volume refers to the loudness of the speaker's voice. The speaker will look like shouting if the volume is too high, and the audience is having difficulty hearing the speaker's voice. However, the variety of sounds during a presentation can be beneficial in emphasizing essential points, expressing strong emotions or for building tension and making people pay attention to hear what the speaker is saying.

#### 2.3.4 Pause

Based on Nikitina (2011, p. 27), public speaking is not just speaking in front of an audience. However, this is about how the speaker listens to the audience and allows silence to give them time to talk. In most cases, the

speaker does not need to fill the silence with words like "Uhm," "like" and "you know," which have no meaning and are usually known as fillers. Usually, the speaker who does this can divert the audience's attention from what is said and provides the impression of being nervous and unclear. Like a good speaker, it is essential to give a pause in his speech and give the audience time to absorb information that the audience thinks is important. Maintaining the speed of speech without disturbing the attention of the audience is also very important to be done by the speaker. There are four main categories of pauses that are conducted during public speaking: short pause, spontaneity pause, long pause, and pseudo pause.

#### 1. Short pause

Short pauses lasting from half a second to two seconds are mainly used to separate the mind, confirm the last word spoken or build anticipation for what is to come. Short pauses are used to make the speed more slowly so they can stay at the proper speed. Furthermore, the audience will be given time to memorize the explanation from the speaker.

#### 2. Spontaneity pause

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 his speech look natural. Spontaneity pauses, not always "unplanned," but they make speech look natural, smoother, and less trained (Nikitina, 2011, p. 27).

#### 3. Long pause

The speaker can provide a longer pause lasting from three seconds to several minutes on a long pause. The speaker wants the concern of the listener by creating tension in the room. Long pauses will be used by the speaker, and it shows that the explanation shared by the speaker is worth thinking about. Public speakers who had much experience who felt comfortable speaking in front of a large group of people will use a long pause (Nikitina, 2011, p. 27).

#### 4. Pseudo pause

Returning the listener's concern to what was said and stressing the last sentence is the purpose of pseudo pause. A significant difference between this and other pauses is that the speaker repeats and emphasizes their final comment (Nikitina, 2011, p. 28). The speaker can emphasize the critical message s/he will say by repeating the word attentively at this pseudo pause. Moreover, it also allows the audience to learn and remember information from the speaker.

#### 2.3.5 Visual Aids

When the speaker gives a different thing to the presentment like picture, graphic, diagram, and et cetera. It can make the presentation appear more transparent and look more professional. However, slideshows, graphs, and pictures do not have to be included in every business presentation or public speaking event. The speaker can provide many things such as; actual information, diagram, picture, et cetera that help the listener understand and

remember the main points of the presentment. This way also can help the speaker gain the audience's trust in what is s/he saying.

#### 2.4 2016 Democratic National Convention

Democratic National Convention is a presidential nominating convention held from July 25 to July 28, 2016. Convention held by gathering delegations from the Democratic Party with those who were elected through a series of previous. The convention was to nominate a presidential and vice-presidential candidate in the 2016 United States presidential election. Hillary Clinton became the first female candidate in the United States in 2016.

#### CHAPTER III

#### RESEARCH METHODS

The essential procedures for conducting this research are provided in this chapter. This chapter contains the research design, data collection, and data analysis.

#### 3.1 Research design

A qualitative method was used by the researcher as a research methodology. The use of this qualitative method is because the researcher analyzed the data descriptively in the form of transcription and the results of this research obtained in the form of words, phrases, and Hillary's utterances. Therefore the qualitative is the appropriate method for analyzing this research because the researcher focuses on the analysis or interpretation of Hillary Clinton's speech.

Descriptive methods used to analyze the research in the form of document text, which involved collecting data to find out the answer to the research questions. The researcher used descriptive method because it aims to classify, explain, and analyze Hillary Clinton's utterances. Besides that, descriptions functions to arrange the results of the findings to fit the explanation and then test or validate the explanation.

#### 3.2 Data Collection

#### 3.2.1 Data and Data Source

The data source was taken from youtube with the title "Hillary Clinton's full speech at DNC 2016." It was downloaded from ABC News Channel, which

published on July 29, 2016, by the link

https://www.youtube.com/watch?v=C6GnHBEBWYE
. The data was in the form of Hillary's utterances included words and phrases.

#### 3.2.2 Instrument

An instrument is a tool that is used in collecting the data (Gay and Airasian, 2000, p. 145). Here, the researcher herself was active and directly acted as a participant who selected, collected, analyzed the data, and reported the result of the research. Hence, the researcher should be validated by themselves about his or her ability to conduct research. Furthermore, the researcher uses a laptop, paper notes, and pen as supporting tools.

## 3.2.3 Data collection techniques

## 1. Searching the video

The researcher searched the video of Hillary Clinton Full Speech at the Democratic National Convention 2016 from youtube.com, especially on ABC News Channel. This video has English subtitles, which are clear and valid.

# 2. Downloading the video

Second, after getting the video then downloaded from youtube by the link <a href="https://www.youtube.com/watch?v=C6GnHBEBWYE">https://www.youtube.com/watch?v=C6GnHBEBWYE</a>.

The video was published by ABC News Channel on July 29, 2016.

## 3. Watching the video

The researcher watched the video and looked at the English subtitle. At the same time, the researcher checked the transcript of the video. The researcher repeated the video more than three times to ensure the transcription.

## 4. Identifying the data

First, the researcher must understand Hillary's utterance. Second, the researcher identified each utterance about rhetorical proofs based on Aristotle's theory. If the utterance talked about Hillary's experience or intelligence so it can be included in the ethos. Moreover, if the utterance talked about ideas and logic reason of Hillary about something, it can be concluded in the logos. While, if the utterance talked about Hillary's emotions so it can be concluded in the pathos. Next, the researcher gave different colors to differentiate the rhetorical proofs by the speaker. The researcher gave a "red" color for logos, "yellow" color for ethos, and "green" color for pathos. The figure is shown below:



Figure 3.1 Identifying the data

Next, the researcher watched the video more than three times and paid attention to the speech performance of Hillary. The researcher stopped the video to screenshot the body language of Hillary Clinton. Besides that, the researcher wrote the minute of the pauses that Hillary used during her speech. Furthermore, for the voice of tone, the researcher gave the checklist and code; (+) for increasing and (-) for decreasing.

## 5. Coding the data

The researcher made two tables and gave some code in each type. The first table used by the researcher is rhetorical proofs by Aristotle. The table includes the types of rhetorical proof, such as logos, ethos, and pathos. Then, the researcher explained the subcategories in each type, such as goodwill, anger, et cetera. The second table is for speech delivery. The table includes speech delivery categories like; storytelling, body language, pauses, et cetera., and subcategories like; volumes, body movements, long pauses, et cetera. The table of rhetorical proofs is shown in table 3.1

**Table 3.1. Table of Rhetorical Proofs** 

Types	SubTypes	Explanation	Codes
Logos	Enthymeme	Several statements that can be related to each other and become a conclusion.	Enth
	Example	The speaker tells his or her idea.	Exm
Ethos	Perceived Intelligence	The competence of the speaker with his or her experience based on actual information.	Pin
	Virtuous character	The experiences, values, or motives shared by the speaker.	VCh
	Goodwill	The speaker shows his or her response to the listener by giving greetings or saying thank you to the audience.	Gw
Pathos	Anger	Anger expressed by the speaker that makes the speaker angry or upset.	An
	Calmness	The speaker will give calm and	С

Types	SubTypes	Explanation	Codes
		peaceful statements to oppose violence.	
	Friendship	It is expressed when the speaker believed something as good for his or her interests.	Fr
	Hatred	The speaker's dislike of something or someone through a statement of hatred.	Ht
	Fear	A speaker's fear of something through a bad thing that might happen in the future.	Fe
	Confidence	The speaker delivers good things with confidence based on his or her success.	Conf
	Admiration	Admiration for something or someone by the speaker to the audience.	Adm
	Envy	When a speaker is jealous of something or someone, he or she appeals with his or her competence to others.	En

The researcher made the second table to categorize the way the speaker delivers

their speech. The speech delivery table is shown in table 3.2.

Table 3.2. Table of Speech Delivery

Types	SubTypes	Explanation	Codes
Storytelling		Speaker shares his or her competence using a short story to build the audience's interest.	STI
<b>Body language</b>	Posture	It relates to the way the speaker stands whether he is showing relaxed or nervous movements, like; shoulders bent, skewing the podium, or changing the body.	Pos
	Body movement	Movement of hand, eyes, and body movement carried out by the speaker in delivering in his speech.	BM
Tone of Voice	Pace	It can be counted by counting the total words in a speech. The right speed is 140 words per minute.	Pa
	Pitch	It relates to the high or low tone of a speaker in a speech.	Pi
	Volume	The speaker will use loud and soft volumes in the speech.	V
Pauses	Short pause	Speaker uses one until two seconds pause used to maintain speed.	SP
	Spontaneity pause	It will appear when the speaker stops and looks for the right words to say.	SpP
	Long pause	The speaker gives a pause of two or more seconds after delivering a meaningful message and lets the audience examine the message.	LP

	Pseudo pause	Before the speaker repeats the last word and PP emphasizes it as an important message, he or she gives a pause for himself or herself and the audience.
Visual aids	-	The audience will easily remember the key of the speech with the slide shows, graphics, and pictures.

# 3.3 Data analysis

After collecting the data, the researcher elaborated the data, as follow:

# 1. Classifying the data

After the researcher identified the data, she classified them into the table and gave the code based on the type of rhetorical proofs and speech delivery strategy of Hillary. Then, she also made the table for analyzing the way Hillary delivered her speech and gave the checklist in each type of speech delivery strategy based on Nikitina. The way to analyze is shown below.

**Table 3.3 Classification of Rhetorical Proofs** 

No.	Paragraph Paragraph	Logos		Ethos		Pathos Pathos								Notes	
110.	Ιαταβταρπ			and the same of th				_	Г	77.	Г	C C	4 7	г	TVOTES
		Enth	Exm	PIn	Vch	Gw	An	C	Fr	Ht	Fe	Conf	Adm	En	
1.	"Our economy is so much stronger than when President Obama and vice president Biden took office. Nearly 15 million new private-sector jobs. Twenty million more Americans with health insurance. And an auto industry that just had its best year ever."			4x											
2.	"So I went to work for the Children's Defense Fund, going door-to-door in New Bedford, Massachusetts on		1x												

	behalf of children with disabilities who were denied the chance to go to school."								
3.	"Tonight, we've reached a milestone in our nation's march toward a more perfect union: the first time that a major party has nominated a woman for president."						1x		

**Table 3.4 Classification of Speech Delivery** 

No.	Paragraph	STL		Language		of Voic		Pause				Visual	Notes
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP	Aids	
1.	Well, a great Democratic President, Franklin Delano Roosevelt, came up with the perfect rebuke to Trump more than 80 years ago during a much more perilous time: "The only thing we have to fear is fear itself."	7	1	1			+			7'			
2.	The family I'm from, well, no one had their name on big buildings. My family were builders of a different kind. Builders in the way most American families are.	V	V	V									

Next, the researcher took note of the table when the rhetorical proofs and speech performance of Hillary showed on the video. The researcher did it more than once time to ascertain the analysis of the speech. After the researcher classified the data, then she discussed the findings of the rhetorical proofs and speech delivery.

## 2. Analyzing and Concluding the data

In analyzing the data, first, the researcher identified Hillary's utterance and gave the code based on Aristotle's theory of rhetorical proofs. She provided three until four data in each type of rhetorical proof. Then, she analyzed and explained the reason for each data with the fact to support the data in order to answer the first research question. The explanation of each data can make the reader understand each type of rhetorical proof based on Aristotle.

Second, the researcher interpreted the way Hillary delivered her speech from the beginning until the end. She analyzed Hillary's body language, tone of voice, pauses, and visual aids, which appeared in Hillary's speech. She also explained how the speech performance of Hillary could influence her speech to convince the audience.

Moreover, the last, the researcher concluded the finding of Hillary's rhetorical proofs and speech performance with a brief explanation based on the own researcher's interpretation.

#### **CHAPTER IV**

# FINDINGS AND DISCUSSIONS

This chapter reports the result of the research analysis that includes two subchapters that are findings and discussion. The finding and discussion is an integral part of the research.

## 4.1Findings

In this segment, the researcher explained the research questions about rhetorical proofs, and the strategy of Hillary Clinton delivered her speech. The researcher got the data from the utterances of Hillary Clinton's speech. There are 315 data collected in this research. The researcher answered the first research question by giving an example and explanation from the statements of Hillary. The researcher explained Hillary's speech performance from the video to answer the second research question.

# 4.1.1 Hillary Clinton's Rhetorical Proofs

The method used by Hillary to persuade the audience is called rhetorical proof. Hillary provided some proofs such as logical, ethical, and emotional in order that her speech can be trusted. Hillary also gave actual information around the speech to make the audience trust her. In this section, the researcher answered the first question and discussed the results of the analysis relating to rhetorical proofs from Hillary Clinton's speech. The researcher analyzed three types of rhetorical proofs like logical (*logos*), ethical (*ethos*), and emotional (*pathos*).

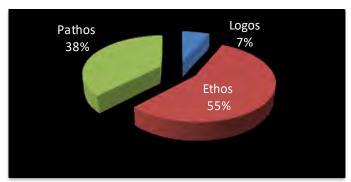


Figure 4.1 Percentage of Rhetorical proofs in Hillary Clinton's speech

Figure 4.1 showed that the rhetorical proofs that used by Hillary Clinton are ethos as much as 55%, pathos in 38%, and the last is logos 7%. It can be concluded that the most frequently used by Hillary is an ethos to strengthen her credibility to the audience.

### 4.1.1.1 *Logos*

Logos can be defined as a reason or logical proof that is used when the speaker presents his or her argument on a matter. The speaker will prove his or her argument by providing logical proof to convince the audience. Based on Aristotle's theory, the speaker can use enthymeme or/ and example to give logical reasoning. Hillary Clinton used *logos* for 7% in her speech. Hillary used both enthymemes and examples to give proof in her argument. Table 4.1 shows the percentage of using logical proof by Hillary Clinton.

Table 4.1. Percentages Logos of Hillary's Speech

Logical proofs (logos) 21x (7%)		
Enthymeme	Example	
3x(0.9%)	18x (5.7%)	

### 2.4.3.1 Enthymeme

Enthymeme consists of the possibility of a premise that provides a temporary conclusion (Aristotle, 1954, p. 291).

**Data1**: "Yes, the world is watching what we do. Yes, America's destiny is ours to choose. So let's be stronger together, my fellow Americans. Let's look to the future with courage and confidence. Let's build a better tomorrow for our beloved children and our beloved country. And when we do, America will be greater than ever".

Hillary Clinton used two possible promises and one conclusion. She convinced Americans that they could face all the problems together and make America more significant than before. She emphasized through the two premises and concluded that America would be great again.

1st premise: let's be stronger together, my fellow Americans
2nd premise: let's look to the future with courage and confidence
Conclusion: America will be greater than ever

**Data 2**: "If you believe that every man, woman, and child in America has the right to affordable health care, join us. If you believe that we should say "no" to unfair trade deals, that we should stand up to China, that we should support our steelworkers and autoworkers and homegrown manufacturers, then join us."

Hillary Clinton spoke about the unfair trade deals between America and China. Hillary Clinton tried to make sure Americans that they can against China. She also convinced Americans to support the steelworkers and autoworkers and homegrown manufacturers.

1st premise: "we should say "no" to unfair trade deals, we should stand up to China."

2nd premise: "we should support our steelworkers and autoworkers and homegrown manufacturers."

Conclusion: "join with Hillary Clinton's party.

The other analysis of Hillary's logos also showed in the next point. It is an example. Three data provided by the researcher to support Hillary's rhetorical proofs of logos.

# 2.4.3.2 Example

Another way to give logical reasoning is an example. An example is one of the effective methods for giving ideas, and it is also a favorite way of the speaker to convey the speaker's thinking so the audience can understand the intent (Griffin, 2012, p. 291).

**Data 3:** "look what happened in Dallas after the assassinations of five brave police officers. Police chief David Brown asked the community to support his force, maybe even join them. Nearly 500 people applied in just 12 days. That's how Americans answer when the call for help goes out."

From the data above, Hillary Clinton provided an example to show the logical reasons for the history which happened in Dallas. She told how Americans answer people who call for help. It means that she wants to say to the audience that Americans very respectful and responsive to others. Hillary Clinton got the real information by mentioning what happened in Dallas and mentioned the number of people. She used the data as an example of logos to strengthen her slogan "Stronger Together." She tried to show that Americans can fix together, not alone.

The other proof that used by Hillary as the logic reason is presented in data 4. The data can be seen below:

**Data 4:** "I remember meeting a young girl in a wheelchair on the small back porch of her house. She told me how badly she wanted to go to school – it just didn't seem possible in those days. And I couldn't stop thinking of my mother and what she went through as a child."

Hillary Clinton gave an example as the logical reasoning to strengthen her initiative to build a health insurance program for children as well as educational programs for disabled children. From that example, Hillary

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.

#### 4.1.1.2 Ethos

From the three rhetorical proofs, the most persuasive proof is ethos. It was mentioned by Herrick (2005, p. 13) that the most rhetorical proof is ethos. Three features can lead to proof of ethos (Aristotle in (Griffin, 2011, p. 292)). They are regarded as perceived intelligence, virtuous character, and goodwill. These features appear in Hillary Clinton's speech. Each feature has a different percentage as in table 4.2

Table 4.2. Percentages Ethos of Hillary's Speech

Ethical proof (ethos)			
Perceive Intelligence	Virtuous Character	Goodwill	
81x (25.7%)	81x (25.7%)	13x (4.1%)	

## 1. Perceived Intelligence

One of the techniques used by the speaker to persuade the audience is to show the speaker's intelligence in his speech. Verderber, Sellnow, and Verderber (2012, p. 11) explained that the audience would be persuaded when the speaker shows himself or herself as competent and credible in a field. Therefore, in his speech, Hillary Clinton exhibited this proof to persuade the audience that she is a competent presidential candidate and deserves to win the presidential election. Hillary shows her intelligence during the speech as much as 81 utterances.

**Data 6**: "Our economy is so much stronger than when President Obama and vice president Biden took office. Nearly 15 millions new private sector-jobs. Twenty millions more Americans with health insurance. And an auto industry that jus had its best year ever."

As the only female presidential candidate in the United States in 2016, Hillary Clinton needs to know the situation of all sectors in the United States, such as the economic situation that occurs in the United States society. From the data above, Hillary Clinton gave actual information about the condition of the American economy. She emphasized the words "our economy is so much stronger than when President Obama and vice president Biden took office" to make sure or persuade the audience by showing her intelligence about the American economy. She presented the actual numbers that affect the economic sector to the audience. Clinton's statement regarding economic conditions after President Obama took office is proven by actual information. She showed her ability in the economic field that happened to her country. The job acquisition figures mentioned by Hillary came about a year after President Obama took office. By saying that, it can make the audience believe that Hillary Clinton has excellent competence and has a comprehensive knowledge of America. In this example, she showed her intelligence about the economic sector.

The other proof about the intelligence of Hillary is shown in data 7 and can be seen below:

**Data 7**: "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. Comprehensive immigration reform will grow our economy and keep families together — and it's the right thing to do."

The speaker's intelligence will affect the minds of the audience and make the audience believe what the speaker is saying. Intellectual intelligence can be the ability to solve problems, think abstractly, understand ideas, and use language. From the data above, Hillary Clinton showed her intelligence by providing solutions to the economic problems experienced

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

Trump could pay the bill or not because he has more significant debt and relatively poor financial condition. By the proven, which Hillary said to the audience, it can give positive influence for the audience and make the audience thinks that Hillary Clinton has good intelligence in the economic sector to make America great again. The statement also shows that Hillary Clinton has extensive knowledge about Donald Trump's experience and provided explanations with concrete proof so that her supporters believe what she says.

#### 2. Virtuous Character

The excellent character of the speaker can make the audience believe in what the speakers are saying. It aims to obtain successful persuasive speeches (Verderber, Sellnow, and Verderber, 2012, p. 11). To inspire audience trust, the speaker can tell the speaker's experiences, values, and motives. Hillary Clinton uses her experiences, values, and motives to show her virtuous character to build the audience's trust.

**Data 9:** "we will not ban a religion. We will work with all Americans and our allies to fight and defeat terrorism."

Hillary Clinton showed her virtuous character by giving her good intensions for American. This statement was delivered by Hillary Clinton because, in Donald Trump's speech, he said a temporary ban on all Muslims entering the U.S. following the terrorist attack of San Bernardino, California, last December. Therefore, Hillary told all her supporters that she would not forbid any religion to cooperate against and defeat terrorism.

In data 9, Hillary told about that she never forbid any religion against and defeat terrorism to prove that she has an excellent character to the audience. Another proves that can make the audience believe Hillary's character is shown in data 10.

**Data 10**: "Bernie Sanders ad I will work together to make college tuition-free for the middle class and debt-free for all."

Hillary Clinton shows her eagerness to change the program of education and cooperate with Bernie Sanders, like in the data. She tells her new program about the students who have a debt in their education, it will be free. Clinton has a "debt-free" college plan, which is designed to ensure that everyone can go to college without thinking about loans. However, in July, he collaborated with his rival, Bernie Sanders, to propose that tuition at the State University for students from families earning \$125,000 or less will be free. It is for the welfare of the country and children who are entitled to get a proper education.

The other prove that Hillary's character is shown in data 11. In data 11, Hillary showed that she cared for children who had disabilities.

**Data 11**: "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."

Hillary Clinton showed her motives to create the Children Health
Insurance program. In 2015, CHIP had 8.1 million registered children. At
the time, Hillary Clinton was not in the legislative position. Moreover,
now, she became a presidential candidacy for America, so she wanted to

realize her program. From her reason, we know that Hillary had a long history of children. He emphasized the maternal theme throughout his speech ranging from relations with his family to his political history. Hillary shared her experiences that she had lived, and now, she wanted to keep running her plan to hold Children Health Insurance's Program.

### 3. Goodwill

According to Verderber, Sellnow, and Verderber (2012, p. 11), goodwill is the audience's perception of speakers who are trusted by the audience, empathize, and be responsive to them. When a speaker has good intentions, the audience will believe what the speaker is saying. In this research, the researcher shows Hillary Clinton is respected and responds to the audience. She thanks the audience, who were happy to hear Hillary Clinton's statements. The researcher provided 2 data about the positive response of Hillary to the audience. First data is shown in data 12:

**Data 12:** "Thank you. Thank you so much. Thank you. Thank you all so much. Thank you. Thank you. Thank you all very, very much. Thank you for that amazing welcome. Thank you all for the great convention that we've had."

Hillary Clinton thanked all the people present and contributed to her party. She thanked the local elected officials. He also thanked the volunteers and campaign organizers on her behalf. Her gratitude is Clinton's modest campaign style. It is something she did at her campaign.

The secondary data about Hillary's positive response or positive assessment to the audience is in data 13:

**Data 13:** "And, with your help, I will carry all of your voices and stories with me to the White House."

Hillary Clinton says that she will carry off the audience's voices and stories to the White House. This excellent way to make the audience believes in Hillary. She emphasizes the word 'And, with your help' to consider the audience that they are the great people who will help Hillary to be a good president. Hillary Clinton thanked all the people present and contributed to her party. She thanked the local elected official.

Moreover, she also thanked the volunteers and campaign organizers on her behalf. His gratitude is Clinton's modest campaign style. It is something she does at her campaign.

### **Use of Pronouns**

The method of counting words to find out and express hidden meanings is fundamental (Alvi & Baseer, 2011, p. 310-335). The use of the first person singular pronouns "I" and the plural first-person pronouns "We" give a deep understanding of the speaker and / their perception to be felt by the audience. The use of the first person singular pronoun "I" indicates that the speaker has a selfish attitude. The speaker uses this single pronoun to get an appreciation for their struggle.

The use of plural pronouns indicates a responsibility; it places responsibility on the audience when circumstances are not favorable (Alvi & Baseer, 2011, p. 310-335). The use of plural pronouns also strengthens the relationship between the speaker and the audience. As a result, it has a positive effect on mutual support and reduces disregard among the audience when the

speaker uses the plural pronoun "we." They tried to make the audience aware that the speaker was on their side. The audience began to unite their voices with the voice of the speaker. They feel that the speakers and listeners come from the same tribe/community, which consequently strengthens and awaken the ethos.

**Table 4.3 The Use of Pronouns** 

	Pronoun	Occurrences total	% of used pronouns (395)
1 <sup>st</sup> person singular	I	91	23
	Me	16	4
	My	17	4
	Myself	1	0.25
2 <sup>nd</sup> person	You	57	14
1 <sup>st</sup> person plural	We	119	30
	Us	22	6
	Our	70	18
4	Ourselves	2	0.5
	Total	395	

The percentages significantly showed that Hillary Clinton has frequently used the first person plural pronoun "We" (30%). It indicates Hillary Clinton focuses on her ethos that related to the capability of Hillary in delivering her speech to convince the audience by giving the actual information. The use of "we" also strengthens the credibility and character of Hillary Clinton. She always uses the pronoun "we" to make sure the audience that she needs Americans to make America great again. Hillary meant the word 'we' as all Americans and her who can make America better.

# **Pathos**

Griffin (2012, p. 294) states that the speaker's feelings expressed through speech are the emotional proof of the speaker that can have an impact on the audience's feelings. Aristotle's interest in emotional proof is related to the ability of emotions to influence audience judgment (Herrick, 2005, p. 14). Eight emotional proofs are analyzed in Hillary Clinton's speech.

Table 4.4. Percentages Pathos of Hillary's Speech

Emotional proof (pathos) 119x (38%)										
An	С	Fr	Ht	Fe	Conf	Adm	En			
7x (2.2%)	14x	6x (1.9%)	47x	4x (1.3%)	19x (6%)	21x	1x (0.3%)			
	(4.4%)		(14.9%)			(6.7%)				

## 1. Anger

As explained by Griffin (2012, p. 294), anger arises when people feel unsatisfied to fulfill their needs, and they will become angry. Anger always arises from self-infringement and is always related to the individual.

**Data 14:** "There's too much inequality. Too little social mobility. Too much paralysis in Washington. Too many threats at home and abroad."

Hillary Clinton showed her anger to the audience and made the audience feel angry too. Hillary said that in America, there is too much inequality and little social mobility. It made Hillary must change America because Hillary did not like it if her society did not get the same rights and feel the welfare of their president.

Another proves that Hillary used her anger as the emotion proof is shown in the data 15:

**Data 15:** "And here's what I believe. I believe America thrives when the middle class thrives. I believe our economy isn't working the way it should because our democracy isn't working the way it should."

Hillary expressed her anger to the audience because the democracy of America did not working well, so it can influence the economy of the Americans. Hillary became angry because many Americans did not get their economic rights well. Americans have worked hard to fulfill their

needs, but the democratic system did not work well and causing their economies to fail.

### 2. Calmness

Aristotle (1954, p. 294) states that calm feelings are the opposite of feelings of anger, and calm is the opposite of anger. Aristotle (1954, p. 294) defines calm as calming the feelings of anger that arise. The researcher gave 3 data as proof of the emotion of calmness of Hillary Clinton. The first data is in the data 16.

**Data 16:** "Now we are clear-eyed about what our country is up against. But we are not afraid. We will rise to the challenge, just as we always have. We will not build a wall. Instead, we will build an economy where everyone who wants a good job can get one. But we are not afraid."

Hillary emphasized the word 'But we are not afraid' in her speech to make the audience feel calm and not be afraid of all the challenges that will be faced to makes America a better place. The purpose of Hillary's statement is to show that she will become a president who can make the democracy, economy, and education of her country work well. She made sure the society that they can face all the problems together.

Secondary data can be used as a proof of Hillary's calmness feeling that she gave to the audience. The data is in the data 17:

Data 17: "so, don't let anyone tell you that our country is weak. We are not. Don't let anyone tell you we don't have what it takes. We do."

Hillary Clinton also emphasized to the audience that America is not a weak country, and America has done many things that make Americans feel peaceful. Hillary wanted Americans to do not feel isolated by people

out there. Hillary used the word 'don't' because she wanted to make the audience believe to her because she can give many examples that prove that her country had done many things for them.

Moreover, the last data, data 18, also proves a calmness was feeling from Hillary to the audience. The data can be seen below:

**Data 18:** "And most of all, don't believe anyone who says: I alone can fix it."

Hillary Clinton convinced the audience that she and Americans could fix all the problems together to change America. Hillary Clinton attempted to make the audience feel calm with her utterance.

### 3. Friendship

According to Aristotle (1954, p. 294), feelings for anyone who expects what someone believes to be good for others is called love or friendship.

**Data 19:** "After the four days of this convention, you've seen some of the people who've inspired me. People who let me into their lives, and became a part of mine."

Hillary tried to show her emotion of friendship to the audience. She said '... people who've inspired me... and become a part of mine', it means that she loves people who have inspired Hillary to be a good president and let Hillary Clinton be the part of them. Hillary felt that someone who has inspired her, it can be a good support for her.

The other proves about the emotion of Hillary in friendship is shown in data 20:

**Data 20:** "In this campaign, I've met so many people who motivate me to keep fighting for change."

Hillary says, *Tve met so many people who motivate me to keep fighting for change*.' Hillary feels happy with people who give her positive support to keep fighting to change America's program. She believes that this feeling will have a positive impact on Hillary and others.

#### 4. Hatred

According to Aristotle (1954, p. 294), hatred can appear without self-infringement. The speaker will show his or her hatred to the audience so they can feel the same feeling. Three data were provided by the researcher to prove the feeling of hatred in Hillary's utterance. First data is in the data 21:

**Data 21:** "Trump's forgetting every last one of us. Americans don't say: "I alone can fix it." We say: "We'll fix it together."

Hillary showed her hatred towards Donald Trump when he said: "I alone can fix it." She, as the hater, expresses her hatred by saying that Donald Trump forgot what had happened to the Americans. She wanted to arouse the same hatred for the audience about Donald Trump. Trump forgot with people like "Polices and firefighters who always run toward danger.

Teachers who always changes live. An entrepreneur who sees possibilities in every problem, "Mothers who lost children to violence and are building a movement to keep other kids safe." He forgot that all of them have a significant influence on his country. He did not become aware that many of his statements and campaign activities in various social media sparked controversy or proved wrong. So, through Hillary's speech in presidential candidacy, she used her slogan "Stronger Together" for America. It means

that she said to the audience that all of us can fix together all the problems.

The power is not only owned by one person but by many people.

Another proves of Hillary's hatred shown in the data 22, below:

**Data 22:** "I've gone around the country talking to working families. And I've heard from many who feel like the economy sure isn't working for them. Some of you are frustrated – even furious. And you know what? You're right. It's not yet working the way it should."

Hillary showed her hatred because the economy for Americans is not working well for them. It means that democracy also did not work well. She expressed her hatred because she does not want Americans to feel challenging to fulfill their needs. Hillary Clinton agreed with people who are frustrated because the economy is not working the way it should, so they did not get their rights after working hard. Hillary Clinton stated her hatred towards the previous president because Americans had work hard, but they did not get their rights for the wages.

Furthermore, the last prove about the feeling of hatred through Hillary's utterance is shown in data 23:

**Data 23:** "Now, you didn't hear any of this — did you — from Donald Trump at his convention. He spoke for 70-odd minutes — and I do mean odd. And DonaldTrump offered zero solutions"

Trump banned Muslims from entering the United States. He described it as a proposal for the US to "suspend immigration from any country compromised terrorism until a proven mechanism put in place." Trump also stressed his call for the border wall to fight illegal immigration, new trade policies, infrastructure investment, and tax reform. In this case, Clinton expressed her hatred toward Donald Trump. She believed that

what Trump has revealed is wrong or improper, and this is not a solution because he is offered a zero solution.

### 5. Fear

According to Herrick (2005, p. 14), feelings of annoyance caused by some terrible things that will happen in the future can cause fear. Fear also comes from mental illness at the hands of certain people, in certain forms, and at certain times, and it is felt by those who believe something will happen to them (Aristotle, 1954, p. 294).

**Data 24:** "Now America is once again at a moment of reckoning. Powerful forces are threatening to pull us apart. Bonds of trust and respect are fraying."

Data 25: "We're still facing deep-seated problems that developed long before the recession."

The data above indicate Hillary Trump's fear of terrible things will occur in her country. When Hillary Clinton is discussing the problems

Americans like in the data [24], she showed her fear because the durable power threatens to separate them, and sometimes the trust and respect begin to collapse. These things make Hillary Clinton felt fear with anything that will occur to her country. Then her country still faces deep problems in the data [25], and it can create more problems for her country.

### 6. Confidence

Aristotle (1954, p. 294) said when someone feels that s/he has succeeded and has never experienced a reversal or often faces danger and can escape safely, and then confidence will arise in him or her. This feeling of

confidence makes s/he feels superior to his competitors. His optimistic character is shown to the audience by expressing his or her confidence.

**Data 26:** "And you heard, you heard from Republicans and Independents who are supporting our campaign. Well, I will be a President for Democrats, Republicans, and Independents. For the struggling, striving the successful. For all those who vote for me and for those who don't. For all Americans together!"

**Data 27:** "Tonight, we've reached a milestone in our nation's march toward a more perfect union: the first time that a major party has nominated a woman for president."

In data [26], Hillary convinced the audience by saying her confidence to be a president. She would be the president for all Americans, not only for her voters. She made the audience believes with her confidence to become a fair and responsible president for democrats, republicans, and independents. Hillary also showed her confidence to all audiences because she becomes the only woman who is nominated as president in 2016, data [27]. It makes Hillary very confident that she can be the president as the representative of a woman, and she will change everything to be better. She wanted this moment to be perpetuated.

#### 7. Admiration

People are amazed at moral virtues, power, wealth, and beauty (Griffin 2012, p. 294). Admiration will increase by showing that someone has obtained or fulfilled his own needs through hard work and not just luck.

**Data 28:** "Bernie, your campaign inspired millions of Americans, particularly the young people who threw their hearts and souls into our primary. You've put economic and social justice issues front and center, where they belong."

In the data above [28], Hillary Clinton expressed her admiration for Bernie

because Bernie's campaign inspired millions of Americans. She is very

impressed with Bernie because Bernie had made economic and social issues a top priority in society. It means that Bernie also cares about the condition of economic and social of the citizens.

The other proves of Hillary's emotion about admiration is shown in data 29:

**Data 29:** "We heard the man from Hope, Bill Clinton. And the man of hope, BarackObama. America is stronger because of President Obama's leadership and I'm better because of his friendship."

Moreover, she showed her admiration for Bill Clinton and Barack Obama in data [29]. She said that America is more durable because of Obama's leadership, and now she can become a presidential candidate just because of Obama's friendship. She is pleased to have joined people who can inspire her to be a useful person for her country.

## 8. Envy

When the speaker mentions good things that are not owned by him or her, it means the speaker shows his jealousy.

**Data 30:** "Now, I don't think President Obama and Vice President Biden get the credit they deserve for saving us from the worst economic crisis of our lifetimes."

Hillary Clinton felt jealousy of President Obama and Biden, and she does not think about them get the credit for rescuing Americans from the crisis economy or not. It looks like she did not care about what Obama did in the past and let it pass. Hillary Clinton focuses on her new programs for Americans and changes Americans to a better country.

From the findings of rhetorical proofs used by Hillary Clinton, it can be concluded that she used all the types of rhetorical proofs. The most frequently used by Hillary Clinton when she delivered her speech is ethical proof (ethos). Ethos is the most frequently used for 56%. There are 175 utterances of Hillary that showed her ethos during the speech. Hillary told all of her experience, competence, motives to make the audiences believe with her. Besides, Hillary also used the pronoun "we" as many as 119 times. It means that she strengthened her credibility and character to convince or persuade the audience through her message. The use of "we" give a strong relationship between the speaker and the listener. She made sure the audience that there is no differentiation between the president and society. They can fix the problem together because the power is not just from the president but also the society; the Americans. The second type used is pathos for 38% is around 119 times of her statements, which showed her emotion to the problems that happened in America. Furthermore, the least proof is logos for 7%, and it is about 21 times. She often used the possible premise in her speech.

# 4.1.2 Hillary Clinton's Speech Delivery Style

The researcher provided the answer to the second question about the strategy of Hillary Clinton's speech delivery in her full speech at the Democratic National Competition. The researcher analyzed five essential components, according to (Nikitina, 2011, p. 18). These five components are storytelling, body language, tones of voice, pauses, and visual aids.

### 4.1.2.1 Storytelling

One of the media used in public speaking to share stories by public speakers for various purposes is called storytelling (Nikitina, 2011, p. 18). In Hillary Clinton's speech at the Democratic Nation, the researcher found that she used storytelling as much as 12%. Hillary Clinton used storytelling by telling essential things in front of the audiences about the problems of American in terms of employment, economics, education, and health care. In her speech, she told her new programs to change American for a better place. She told all her experiences to the audiences, and she wants that all Americans can get their right for the job, education, and health care.

Nikitina (2011, p. 18) stated that making memorable speeches can use storytelling in front of audiences. So the audience will be interested in the speech and can remember it easily. Hillary Clinton used storytelling to voice her experiences in the past. She shows what she did, told condition in the past, and recounted about Donald Trump, Obama, and the others. She applied storytelling to make the audience believe her. She wanted all Americans to accept all her new programs for American.

### 4.1.2.2 Body Language

The essential element of speech delivery in the communication process is called body language. In this research, Hillary Clinton gave her speech by using body movements to deliver some important messages to the audience. Posture and body movements are essential things to make precise body movements when delivering the speech. The speaker must remain relaxed and upright posture by not

skewing on the handle and preventing the shifting weight from one foot to another (Nikitina, 2011, p. 21). The researcher found that Hillary Clinton stands behind the lectern until she finished her speech. Hillary Clinton maintained her body upright during her speech and never skewed her body on the lectern. Hillary's body movements can make the audience always pay attention to her speech, and it is a compatible manner as a professional speaker. Hillary Clinton showed that she holds the lectern when she delivers her speech, but sometimes she moved her right hand and also her two hands so it can influence the audience and made the audience convinced Hillary Clinton.

Making a proper movement during the speech is an essential thing because it can influence the attention of the audience. The best way for the speaker to build a good connection and get the heart of the audience is to smile and look at the audience (Nikitina, 2011, p. 21). The researcher found that Hillary Clinton attempted to build a connection with her audience by smiling, looking, and using her body movements to the audience. Sometimes she used her right hand to emphasize the important message about the American.



Figure 4.2 Eye contact
This picture showed that Hillary Clinton used her eye contact when she speaks
with the audience; she looks at the right, left, and center. She also showed her

smiling in the beginning to greet the audiences. Hillary Clinton tried to establish a good connection with the audience by moving her body but still looks elegant



Figure 4.3 Hand movements of Hillary Clinton

Hillary Clinton also used her hand when she tells about her experiences or told about her new programs to the audiences, so the audience felt trust to her with her eye contact and hand movements. Sometimes she also looked down to decrease her nervousness. Her body movements through her eye contact can attract the attention of the audience. Hillary also gave her smiles to the audience when the audience is shouting her name. It gave a good perception from the audience that she appreciated and responded to the audience, and it can build the audience's belief to her.



Figure 4.4 Hillary's Posture

While the picture above showed Hillary Clinton's posture when she stands behind the lectern, she stood tall and relaxed and with her legs closed neatly. It is her upright posture from the beginning until the end of her speech.



Figure 4.5 Expressions and Hand movements

Hillary Clintons used her body language by moving her hands and changes her expressions when she wanted to emphasize an important message. She also showed a different facial expression when conveying her feelings or emotions.

## 4.1.2.3 Tone of voice

The speaker's tone of voice reveals the speaker's belief, emotive state, and behavior. The tone can influence how the quality of the speaker's voice rather than the content. The speech that appeared from our thought can be called as the pace of the speech. A speaker must convey the message at the right speed because it can influence the audience's concern. The critical part of a presentation should be conveyed at the rate that allows the audience or the listeners to understand and absorb the message. The researcher found that Hillary Clinton's speech contains 7,985 words, and the duration is 57 minutes. The researcher divided the total of words by the duration of Hillary's speeches. The researcher got the result that Hillary Clinton uses 140 words per minute. The researcher showed that Hillary Clinton conveyed the message at the proper speed.

Nikitina (2011, p. 22), listeners prefer a low voice, both men and women, because it is related to the authority, credibility, strength, and confidence of a speaker. In presidential candidacy speech, Hillary Clinton mostly used a low voice rather than a high voice. In delivering presidential candidacy speech, Hillary Clinton changed her volume. Hillary Clinton showed her respect and calmness with the low tone so it can make the audience feel calm and trust to her. The researcher found when Hillary Clinton used high volume because she wanted to emphasize her good intentions and motives of her new programs to make American better than before. Hillary also wanted Americans to feel their welfare and get their rights for the job, education, economics, and health care. Sometimes, Hillary Clinton used her high volume to show her emotional reasoning (pathos) when she felt anger and hate. Anger and hate were the reasoning when Hillary Clinton used high volume in her speech.

# 4.1.2.4 Pauses

In conveying presidential candidacy speech, Hillary Clinton kept the speed of her speech by giving pauses in her speech without disturbing the audience's concern. Based on the finding, the researcher found that Hillary Clinton applied four types of pauses.

Short pauses lasting from half a second to two seconds are mainly used to separate the mind, confirm the last word spoken, or build anticipation for what is to come. Short pauses are used to make the speed more slowly so they can stay at the proper speed. Moreover, the audience will be given time to memorize the explanation from the speaker. From the video of Hillary's speech, Hillary used a

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

audience through this pause. Hillary Clinton made the stress in the word that she thinks it very important. So, the audience can remember the important message from Hillary.

### 4.1.2.5 Visual Aids

Visual aids are applied to assist the audience grasp and remind some critical information about the presentation (Nikitina, 2011, p. 28). Hillary Clinton made the lectern as the visual aid to show her campaign slogan. In delivering her participation as a presidential candidate, Hillary Clinton has an appealing slogan, "Stronger Together." This slogan is used to show her goals clearly and to create her campaign unforgettable and successful. For making her slogan became recognized, the slogan is always mentioned from beginning the speech until the end.

### 4.2 Discussion

From the findings of the research above, the researcher answered the first research question that is the rhetorical proofs used by Hillary Clinton. The result showed that Hillary uses all the types of rhetorical proofs, i.e., logos, ethos, and pathos. Nevertheless, the most frequent type that occurred in Hillary's speech is ethos. Hillary used ethos as much as 56%. This type includes Hillary's intelligence, character, and goodwill. Both Hillary's intelligence and character appear with the same percentages is about 25.7% while the goodwill of Hillary just 4%. McCroskey (1997, p. 91) states that successful communication centered on ethos related to the speaker's quality of speech delivery. Ethos makes the speaker look reliable by emphasizing the capability of the speaker. Hillary

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 Grifiin (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.

Completing the discussion, the researcher gave a contribution for the reader and academic society. This research concerned with how rhetorical style and speech performance used by the speaker. In rhetorical analysis, it is crucial to convey the message efficiently and make the message can be trusted by the audience. On the other hand, excellent speech performance also can support the speech of the speaker. It can attract the audience's attention and make a good relationship between the speaker and the audience. Hopefully, through this research, the reader will be able to understand how rhetorical style and speech performance relate to one another and make the speech more useful and reliable.

#### **CHAPTER V**

## **CONCLUSION AND SUGGESTION**

This chapter is the last of this research. The researcher explains the conclusion of this research and suggestion for the next researcher to develop this research.

### 5.1 Conclusion

This thesis analyzed rhetorical style in Hillary Clinton's speech at DNC 2016 when she became the first woman. She nominated as the presidential candidacy in America in 2016. The researcher analyzed the rhetorical proofs and speech delivery of Hillary Clinton's speech. The theory used by the researcher is from Aristotle's (logos, ethos, and pathos) and Nikitina's theory. The researcher used Aristotle's approach to analyze the logical reason, intelligence, character, and emotion of Hillary in her speech. While in Nikitina's approach, the researcher analyzes the way Hillary Clinton delivers her speech. The researcher answered the two research questions and explained in the findings and discussion.

The first answer is that the researcher finds that Hillary mostly used her ethos in her speech to gain the audience's belief. The percentage of her ethos is 55%, it is about 175 times of her statements. Hillary's statement includes her intelligence, experiences, and motives. The second type used by Hillary is pathos, with 38% in 119 utterances of Hillary. All of her utterances contain her emotions about the problem of her country. There are eight emotions in Hillary's utterance; they are; anger, envy, hatred, fear, friendship, calmness, admiration, and confidence.

Additionally, the last type, which appeared as much as 7% or 21 utterances, is

logos. Hillary more shows her ethos than logos because she wants to get her audience's trust through her intelligence and good intentions for America. Besides that, Hillary also uses the pronoun "we" as many as 119 times. The use of the pronoun "we" has much meaning that can affect Hillary's ethos to the audience. It can strengthen her credibility and character, has a strong relationship between the speaker and listener, has a positive effect on mutual support, and indicates the speaker's responsibility so the audience will put their belief in her message. Also, it means that she is on the right of Americans. She does not separate herself from Americans. She makes sure to the audience that "we" can fix America together.

The second answered is about the way Hillary Clinton delivers her speech in 57 minutes. The result is Hillary used appropriate volume, pause, and speed when she delivered her speech. Hillary gave her audience time to understand and memorize what Hillary says. Also, she stopped her speech when the audience gives applause or shouting her name. Hillary also put her slogan around the room of the convention. So, all the audience know Hillary's slogan for a better America.

The researcher concluded that ethos is mostly used by Hillary in her speech to get the audience's trust. The ethos used by Hillary also for showing her intelligence, her capability, her character, and her relationship with society.

Secondly, Hillary tried to appreciate every moment at that time to get the audience's attention and respect.

# 5.2 Suggestion

The researcher suggests the next researcher in analyzing the rhetorical style.

The first suggestion is that the future researcher can compare the subject of the

research between male and female. So, it will give new knowledge about the different rhetorical styles between males and females. Then, the future researcher can combine the analysis with the theory of gender in communication style.

The second suggestion is the different theories can use by the future researcher to analyze rhetorical style and gender in public because most researchers use Aristotle's theory. So, it will be exciting research because there is a different rhetorical style between male and female using another expert theory.

Thus, by this suggestion, the researcher can do this research to be a useful reference for a learner who wants to analyze rhetorical style and inspire them to conduct further analysis.

### REFERENCES

- Abdel-Moety, D.M. (2015). A rhetorical and linguistic analysis of President El-Sisi's first inaugural address. *Global Journal of Human-Social Science:*Linguistics and Education, Vol. 15 Issue 8. Retrieved on 1<sup>st</sup> August 2019 from

  <a href="https://socialscienceresearch.org/index.php/GJHSS/article/download/1547/1488/">https://socialscienceresearch.org/index.php/GJHSS/article/download/1547/1488/</a>
- Alvi, S., & Baseer, A. (2011). An Analysis of Barack Obama's speech 'Keynote address at the 2004 Democratic National Convention.' *Language in India*, Vol. 11, No(10), pp.310-335.
- Alvi, S., & Baseer, A. (2012). Application of Aristotle's ethos, pathos, and logos on Barack Obama's speech 'Call to Renewal Keynote Address.' *Interdisciplinary journal of contemporary research in business*, Vol.3, No (9), pp. 593-616. Retrieved on 1<sup>st</sup> August 2019 from <a href="https://journal-archieves14.webs.com/593-616.pdf">https://journal-archieves14.webs.com/593-616.pdf</a>
- Aristotle. (1954). Aristotle's rhetoric and poetics. New York: The Modern Library.
- Brown, G & Yule, G. (1983). Discourse Analysis. Cambridge University Press: New York.
- Charteris-Black, Jonathan. (2005). Politicians and rhetoric the persuasive power of metaphor. New York: Palgrave Macmillan.
- Charteris-Black, Jonathan. (2011). Politicians and rhetoric: The persuasive power of metaphor (2<sup>nd</sup> ed.). New York: Palgrave Macmillan.
- Chilton, P. (2004). Analyzing political discourse: Theory and Practice. London: Routledge.

- Christof, R. (2010). Aristotle's rhetoric, the Stanford encyclopedia of philosophy.
- Corbett, E.P.J., and Connors, R.J. (1999). Clasical rhetoric for the modern student. Oxford: Oxford University Press.
- Creswell, J.W., and Miller, D.L. (2000). Determining validity in qualitative inquiry. Theory into practice, 39(3), 124-130.
- Daymon, C., I. Holloway. (2002). Qualitative Research Methods in Public Relations and Marketing Communications. London: Routledge.
- Fadhilah, N. (2010). A discourse analysis on the persuasive techniques used in DRTV advertisement. *Unpublished Thesis*.UIN Maulana Malik Ibrahim. Malang.
- Fraenkel, J., Wallen, N., and Hyun H. (2012). How to design and evaluate research in education. New York: Hc Graw-Hill Higher Education.
- Griffin, E. (2012). A first look at communication theory (8<sup>th</sup>ed.). New York: Mc Graw-Hill.
- Haider, G. (2014). Analysis of Malala Yousaf Zai's speech: application of Aristotle's ethos, pathos, and logos. *International journal of English and Education*, Vol.3, Isuue: 1. Retrieved on 1<sup>st</sup> August 2019 from <a href="http://ijee.org/yahoo\_site\_admin/assets/docs/10.1152714.pdf">http://ijee.org/yahoo\_site\_admin/assets/docs/10.1152714.pdf</a>
- Herrick, J.A. (2005). The history and theory of rhetoric: An introduction (3<sup>rd</sup>ed.). Boston: Pearson Education.
- Horvath, J. (2009). Critical discourse analysis of Barack Obama's political discourse.

- McCroskey, J.C. (1997). An introduction to rhetorical communication (7<sup>th</sup>ed.). Boston: Allyn&Bacon.
- Mohajan, Haradhan. (2018). Qualitative Research Methodology in Social Sciences and Related subjects. *Journal of Economic Development, Environment and People*, Vol. 7 Issue 01, pp. 23-48. Retrieved on 1<sup>st</sup> August 2019 from

https://www.researchgate.net/publication/324151529\_Qualitative\_research\_methodology\_in\_social\_sciences\_and\_related\_subjects

Mshvenieradze, T. (2013). Logos, ethos, and pathos in political discourse. Theory and Practice in Language studies, Vol. 3, No. 11, pp. 1939-1945. Retrieved on 1<sup>st</sup> August 2019 from <a href="https://pdfs.semanticscholar.org/c735/50e647326fa2f6b49a55679c01d62ed63669.pdf">https://pdfs.semanticscholar.org/c735/50e647326fa2f6b49a55679c01d62ed63669.pdf</a>

Murthy, M.L. (2014). A study on Aristotle's Rhetoric. Research Journal of

English Language and Literature, Vol.2. Issue.4. Retrieved on 1st 2019
from

<a href="http://www.rjelal.com/2.4.14/D.%20MADHAVI%20LATHA%20MURTHY%20249-255.pdf">http://www.rjelal.com/2.4.14/D.%20MADHAVI%20LATHA%20MURTHY%20249-255.pdf</a>

Nikitina, A. (2011). Successful public speaking.

Nurrosyidah, H.Y. (2016). Persuasive strategies in Joko Widodo's political speeches. *Thesis*. Maulana Malik Ibrahim State Islamic University. Malang.

Pu, C. (2007). Discourse analysis of President Bush's speech at Tsinghua

University, China. Retrieved on 1<sup>st</sup> August 2019 from

<a href="https://pdfs.semanticscholar.org/ca38/6b579c4cc9154e77f68b7edea9b4f3eac9d1.pdf">https://pdfs.semanticscholar.org/ca38/6b579c4cc9154e77f68b7edea9b4f3eac9d1.pdf</a>? <a href="mailto:ga=2.181692519.1928310366.1583805986-1840124592.1579354400">ga=2.181692519.1928310366.1583805986-1840124592.1579354400</a></a>

- Sari, R.K. (2012). Persuasive strategies used by Prophet Muhammad in his religious sermon. *Unpublished Thesis*. UIN Maulana Malik Ibrahim. Malang.
- Setiawan, B.W. (2014). Persuasive strategies in Barac Obama's victor speech in 2012. *Thesis*. Yogyakarta: Sanata Dharma University.
- Shabrina, Izzah. (2016). Persuasive strategies used in Hillary Clinton's political campaign speech. *Thesis*. State Islamic University of Maulana Malik Ibrahim. Malang.
- Simanullang, S. (2018). Rhetorical strategies by governer candidates in the Jakarta Electoral Debate 2017. *Thesis*. State University of Medan.
- Zainuddin. (2010). Persuasive strategies used by David Cameron in his political campaign speeches. *Unpublished Thesis*. UIN Maulana Malik Ibrahim. Malang.

https://www.youtube.com/watch?v=C6GnHBEBWYE