AN ANALYSIS OF RHETORICAL DEVICES IN GEORGE W. BUSH'S SPEECH

THESIS

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ABSTRACT

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Keywords: rhetorical devices, macrostructure, George w. bush

This thesis aims at analyzing rhetorical devices in George W. Bush's speech. The researcher investigated rhetorical devices were used in the speech of George W. Bush. This research used the theory of Jones and Peccei (2004) and the CDA approach by Van Dijk of macrostructure level because there are no researchers yet that combine these 2 theories. There are two problems to be investigated in this research. First, what types of rhetorical devices are used in George W. Bush's speech? Second, how is the macrostructure applied in George W. Bush's speech?

This study used a qualitative descriptive to analyze the speech of George w. Bush through the script of the "Address to Joint Session of Congress Following the 9/11 attack" speech. The data were collected by transcribing the "Address to Joint Session of Congress Following the 9/11 attack" speech. Then the transcript was analyzed by identifying types of rhetorical devices and macrostructure by applying applicable codes in the appropriate text. The analysis was continued by analyzing the rhetorical devices (Jones and Peccei, 2004) and macrostructure level analysis by Van Dijk, used and involved in the speech. Finally, by looking at the situational context of his utterances, it answers why rhetorical devices and macrostructure were used.

This study reveals that almost all rhetorical devices, except euphemism, are used in the speech. These rhetorical devices are metaphor, parallelism, the rule of three, and pronoun. The most dominant rhetorical used in this speech is a parallelism 8 with data. The researcher found macrostructure about Al – Qaeda is the actor of terror, the response of the Government the of United States after tragedy, and tolerance. The researcher uses Jones and Peccei's (2004) theory combined with a critical discourse analysis framework limited on macrostructure by Van Dijk in delivering the speech.

ABSTRAK

Hanafi, F. (2021). *Analisis Perangkat Retoris dalam Pidato George W. Bush.*
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Kata kunci: perangkat retorik, makrostrukture, george w. bush

Penelitian ini bertujuan untuk menganalisa perangkat retoris yang terdapat di pidatonya George w. Bush. Peneliti menyelidiki perangkat retorika yang digunakan dalam pidato George W. Bush. Penelitian ini menggunakan theori dari Jones and Peccei (2004) serta pendekatan CDA oleh Van Dijk pada tingkat makrostrukture, karena belum ada peneliti yang menggabungkan kedua teori tersebut. Ada dua masalah yang akan diteliti dalam penelitian ini. Pertama, jenis perangkat retoris apa saja yang terdapat di pidatonya George W. Bush? Kedua, bagaimana penggunaan makrostrukture di pidatonya George W. Bush?

Penelitian ini menggunakan pendekatan kualitatif dalam kaitannya dengan studi deskriptif untuk menganalisa pidato dari George W. Bush melalui naskah pidato *"Address to Joint Session of Congress Following the 9/11 attack."* Data dikumpulkan terlebih dahulu menstranskripsi pidato *"Address to Joint Session of Congress Following the 9/11 attack."* kemudian transkrips dianalisa dengan mengidentifikasi jenis perangkat retoris dan makrostrukture dengan menerapkan kode dalam teks yang sesuai. Penelitian dilanjutkan dengan menganalisa perangkat retoris apa saja yang digunakan dalam pidato, serta penggunaan makrostrukture di pidato. Akhirnya melalui konteks situasional melalui ucapannya di pidato, menunjukkan kenapa perangkat retoris dan makrostrukture digunakan.

Hasil penelitian ini menujukkan bahwa hampir semua jenis perangkat retoris digunakan, kecuali eufemisme. Perangkat retoris tersebut adalah metafora, parallelisme, aturan dari tiga, dan kata ganti. Retoris yang paling dominan digunakan adalah parallelisme dengan 8 data. Peneliti menemukan makrostrukture tentang Al – Qaeda selaku pelaku teror, respon pemerintah Amerika Serikat, dan toleransi. Pembicara menggunakan teori Jones and Peccei 2004 yang digabungkan dengan analisis wacana kritis yang dibatasi oleh makrostrukture teori Van Dijk dalam menyampaikan isi pidato.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the background of the study, problems of the analysis, the significance of the study, scope, and limitation, and definitions of key terms.

1.1 Background of Study

Communication is an essential aspect of human life because it allows people to express themselves and provide solutions. Additionally, communication can function well when people interact, share knowledge, express feelings, and communicate verbally or in writing. It can occur as much as possible through effective delivery. Then, communication in documented use some media, one of the examples is in written communication, such as literary work, includes a novel, poem, and magazine. The writer creates indirect communication with the readers through academic work by conveying ideas, arguments, and opinions. But, oral communication could be through daily conversation, dialogue, and speech. In delivering an address, the speaker uses some techniques to make conveying the message more accessible.

Speech is an activity that delivers opinions and thoughts in public. In this position, the speaker will convey their ideas related to the topic. The speaker gives Some information or message to the audience, and the audience will get the point of the speech. Every single word that the speaker says has a different meaning and function. It depends on the context and situation. Fluency and clarity when giving a speech are needed when the speaker delivers the message. Because indirectly, it

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affects the listener listening to the concept of speech. Many people use the address for a specific purpose. There are many contexts in speech, for example, politics.

A political speech expresses one's opinion about a problem and comments and criticism of the government. A politician uses speech as a tool to gain support in their career. The speech convinced the audience that politic was getting their attention. Many politicians are experts in giving a speech, but in this current study, the researcher uses speech by George W. Bush. Because he is firm, wise, and a good speaker, it has its attraction and significantly impacts listeners. In addition, through his speech, he has strength in the social environment as President. In this opportunity, rhetoric will support the speaker to guide their speech.

King (2010,p. 41) said that rhetoric is persuasive art in language, which is very helpful in building an understanding of implicit meaning. From that quotation can be simplified, rhetoric is a technique language uses to persuade the hearer to agree with the speaker's argumentation. The language persuasion that influences the listener to believe the concept of the speaker will allow the speaker to explain the way the speaker can do it, either through their speech technique or the vocabulary that the speaker can use while speaking. Therefore, the speaker should consider using contextual words while speaking in front of an audience.

Presently, rhetoric has been a significant concern since it is helpful while delivering argumentation. Griffin (2003, p. 324) said that rhetoric could see the available means of persuasion. It emphasizes the use of words to get more attention from the listener. Another definition stated by Mailloux (1989) is that

rhetoric is the political effectiveness of tropes and arguments in culture. Based on those definitions, rhetoric is helpful for the speaker in giving their argumentation or delivering a message. In ordering the news, the speaker can use rhetoric as well as possible to make it easier for them to provide the purpose of their message, and the listener can believe it.

Rhetoric defines into several categories, including rhetorical devices, rhetorical techniques, and rhetorical figures. In this case, the researcher is interested in rhetorical devices. Speech or debate analysis is where rhetorical devices are usually focused or applied. Corbett (1965, p.430) said rhetorical devices use to achieve a rhetoric goal. It means that rhetorical devices use to effectively convey their thoughts or feelings to the listener to persuade and understand the purpose of the topic. In this study, the researcher explores rhetorical devices illustrated by Jones and Peccei (2004). using CDA approach. The research uses this theory as the major analysis because this theory is briefer, but it can cover all the data.

They provide the theory in five types: metaphor, euphemism, the rule of three, parallelism, and pronouns. This theory explores rhetorical devices in critical discourse analysis and sees how rhetorical devices builts into speech. The researcher uses critical discourse analysis to support this research to explain further how rhetorical devices appear in the speech. Instead of using words produced by the speaker, the researcher also needs to know the concept of speech. Because of this, the researcher uses a critical discourse analysis approach in this research.

The researcher found some previous studies related to this topic. First, a survey conducted by Fengjie, Jia & Yingying (2016) used Obama's public speech as the research data. The researcher found several most rhetorical devices in his speeches, according to the data. Similarly, Jie, Jia, and Yingying (2016) conducted about speech, Gouldiana, Juniardi, Utomo (2017) analyzed Hillary Clinton's speech. This investigation focuses on the rhetorical devices used and their perspective function. The researchers discovered thirteen rhetorical devices applied in the speech. Another researcher that conducts speech analysis on the data is Nugraha (2017).

He used George W. Bush's speech about Address to Nation 9/11. The results he found 14 conceptual meaning, 3 connotative meaning, 11 afective meaning, and 2 thematic meaning in the speech. Zahra (2013) analyzed the rhetorical devices of Barrack Obama's speeches in the United States Presidential Election 2012. From this research, she found four intentions in understanding the hidden meaning of words. Those are portraying Obama positively, contrasting his character, showing intimacy, power, unity, and respect, and the last is the changing pronoun use. Hanim (2016) used Glenn Beck's speech as the data source. She used the descriptive qualitative method in conducting the research. The results she found 19 rhetorical devices.

Zulkifli, Ariffin (2019) conducted the fifth previous study. The researchers analyzed rhetorical devices and intertextuality in projecting the branding image of promotional discourse. They used advertisements as data. The findings of this research are the functions of rhetorical devices in creating impactful advertorials

as utilized by the three fast-food chains (KFC, McDonald's, and Texas) in promoting their product. Next is Ditaya (2018). She used beauty advertisements as the data, and the research aims at the types of rhetorical devices in advertisement headlines. The researcher used the qualitative method in her study. In her research, she found 57 advertisement headlines that used rhetorical devices.

On the other hand, Permadi (2014) uses tourism advertisement text in Indonesia and America. He found two rhetorical patterns, three perspectives on language tourism, and three persuasive strategies in his research. Baqir (2015) focused on rhetorical figures used in the i phone six launch advertisements and unpacked Samsung Galaxy S6. The researcher compared the two languages of ads in the rhetorical figures field. In this case, he also used Discourse Analysis to analyze the data.

Fatimah (2018) showed rhetorical devices representing power relations from group affiliation through a pronoun started by Hillary Clinton and Donald Trump. The research is qualitative and employs two theories. Hatagaol's past research is the most recent (2006). She bases her data on the lyrics of jewel's song. The researcher investigates this research to find and describe rhetorical devices used in Jewel's song lyrics. She used qualitative methodology in conducting her research. The result of this research is she found 45 expressions that contain rhetorical devices. The previous study about Critical Discourse Analysis is from Rohmah. She uses Donald J Trump's speeches and found 64 expressions that are noticed as language features.

Despite the previous studies dealing with rhetorical devices, none of the previous research used the speech of George W. Bush. This research used Jones and Peccei (2004) as the leading theory to determine the types of rhetorical devices in George's speech. Rhetoric is a technique for using language effectively and persuasively, both in spoken and written form. In other words, rhetoric is described as the art of speaking to influence, impress, and persuade an audience in an elegant yet discreet way. In politics, this skill is important because politicians need to communicate with the audience, and also, politicians try to persuade the audience to believe them. It is difficult for politicians to compose sentences and find a good way of speaking when conveying their ideas that are easy to understand. Therefore, rhetoric facilitates and helps politicians communicate through their speeches. Thus, the researcher investigated the topic of George's speech using the theory of rhetorical devices from Jones and Peccei. The theory helps the researcher to get important information from the speech.

Next, in addition to fulfilling the lack of previous studies, the researcher added the Critical Discourse Analysis by Van Dijk to explain the macrostructure in making the basic concept of speech, namely theme. Thematic is the most important structure to be studied in Van Dijk's macrostructural analysis. The main point that the writer or speaker wants to convey is the theme of textual meaning. The theme itself is often associated with the topic because it describes the most important information transferred by the speaker.

The theme shows the purpose, dominant concept, and intention of the speaker in the discourse. So, to find the theme of the text, the researcher needs to

understand the whole text. Each discourse/text has its theme to represent what the speaker wants to convey to addresses in public discourse. On the other hand, researchers are also required to know the social context that arises from the speech. The researcher got and analyzed the theme of the speech after he read the whole speech and got the important information about the speech from the theory of rhetorical device. The important information that has been obtained can help the researcher to analyze and explain the theme used by the speaker. The purpose is that the reader can understand the meaning of speech and not lead to misunderstandings. Between rhetorical devices and macrostructure analysis have the relation one another. Furthermore, the researcher decided to use Van Djik's theory about thematic because the chosen by the speaker can be attracted a huge reaction from the audience.

By doing a rhetorical analysis, the researcher will be able to understand how to explain the topic used by the speaker in his speech. The researcher took this speech as the subject because the researcher wanted to know how the speech was powerful and also caused a reaction the society. Moreover, the researcher used CDA by Van Djik because it was helpful and facilitated the researcher to analyze this research in finding the ideas and concept of speech by George W. Bush. So, it will make the reader understand the meaning of George's speech and know-how George delivers his speech in front of the audience. This research was different from the previous research because this present research used Jones and Peccei (2004) theory combined with macrostructure of Van Dijk's CDA theory to analyze George W. Bush's speech. The present research gives the reader a new

knowledges, especially rhetorical devices and CDA in constructing a speech. The purpose of this combination is to understand the types of rhetorical device that closely related to the themes of George W. Bush's speech, which is elaborated by macrostructure of Van Dijk's theory.

1.2 Problems of the Study

1. What types of rhetorical devices are used in George W. Bush's speech?
2. How is the macrostructure of rhetorical devices applied in George W. Bush's speech?

1.3 Significance of the Study

This present study expects to make a theoretical and practical contribution to the development of the linguistics field. Theoretically, this research gives deeper information on investigating rhetorical devices in speech combined with CDA approach by Van Dijk. This research presented rhetorical devices in George W. Bush's speech. In addition, the researcher also explained how the macrostructure of rhetorical devices applied in George W. Bush's speech. Moreover, this study could provide the next researcher's critical direction.

1.4 Scope and Limitation

Oral and written communication are the two aspects of rhetoric. Verbal communication, particularly speech, is the subject of this study. The data source for the research was George Bush's speech. The study can analyze George W.

Bush's speech using rhetorical devices illustrated by Jones and Peccei 2004) and clarify it with the CDA approach focusing on the macrostructure level of the Van Dijk model. The limitation intends to make the researcher focus on rhetorical devices used and function in George W. Bush's speech.

1.5 Definition of the Key Term

Speech is a speaking activity or a part of the language spoken.

Rhetorical Devices are the language used either spoken or written to deliver information or persuade readers or listeners.

Critical Discourse Analysis is a type of of discourse analysis research that primarily studies between language and social context.

George Walker Bush is the 43rd President of the United States who was born in New Haven, Connecticut, on July 6, 1946.

CHAPTER II

REVIEW OF LITERATURE

This chapter presented the theories used in this research. The researcher used the ideas of Jones and Peccei and approach with CDA by Teun V. Dijkto get the answer to research questions.

2.1 Speech

Speech is expressing to deliver something in a general way or verbal communication. It is often found in formal or non-formal situations, such as the media, presenting ideas, arguments, and persuasion. Several speeches deliver to the people before the election; these speeches may also be referred to as pre-election unique addresses, particularly at rallies and campaigns—speech functions as a text, an output, and a process that can be spoken or written. Jones and Peccei (2004, p. 125) state rhetorical devices are the use of language intended to affect their audience, mainly to persuade or convince the hearers. From that quotation, we can use rhetorical devices to arrange the speech's text with implicit meaning to get the listener's attention.

In political speeches, ideas and ideologies must be communicated through language. As a result, the receivers and others who may later read or hear parts of the address in the media agree on them. For impact meaning, words and expressions are used or removed in various ways. Furthermore, political speeches are written by a team of professional speech writers who have received training in persuasive language.

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2.2 Rhetoric

According to (Corbett 1971, p. 3), rhetoric is the topic of discourse usage, whether spoken or written, to inspire the listener, whether the listener is a single person or a group of people. For further details, rhetoric is the technique of effectively and persuasively using language in either spoken or written form. In other words, rhetoric is described as the art of talking to influence, impress, and persuade the audience in an elegant but secret way. Rhetoric is an important thing in communication, which is derived from the Greek word *rhetoric* which means the technique of public speaking.

In the political area, this skill is essential because the politician needs to communicate with the audience, and also, the politician tries to persuade the audience to trust them. It is hard for politicians to construct sentences and find a good way of speaking when delivering their easily understood ideas. Hence, rhetoric facilitates and helps politicians communicate through their speeches. According to Mills (2003, p. 55), rhetoric is the study of strategies of compelling oratory; they use language spoken or written to inform or persuade people, and rhetoric, defined as the study of the persuasive effect of language. Choosing the right strategies to convey an idea is essential for a public speaker before persuading people.

2.3 Rhetorical Devices

Recently, many people have used persuasive language to persuade others to agree with their argumentation. In the context of a speech, in how a politician uses

vocabulary to represent reality in a specific way by deconstructing a persuasive text, the politician can employ rhetorical devices, as linguists refer to them. The statement was strengthened by Freesmith (2003), who stated that rhetorical devices could be used to deconstruct a persuasive text to identify how it uses language to represent reality in a particular way. As maintained by Aristotle on Barker (1893), rhetorical devices concern how to use them for a more significant persuasive effect and avoid being manipulated.

In this current study, the researcher used the theory by Jones and Peccei. They introduced the rhetorical devices, consisting of fifth devices used to explain a relationship between sense and force in delivering the speech. They divided rhetorical devices into metaphor, euphemism, the rule of three, parallelism, and pronouns.

2.3.1 Metaphor

The definition of metaphor compares two different concepts, Jones and Peccei (2004, p. 45). The speaker, especially a politician who needs to say something beautiful and deliver an exciting topic, is functional and vital when confronting and grasping the audience's attention. Another definition of metaphor is from Charteris-Black (2011) stated that symbolic meaning is determined by the connotations aroused by the word in its regular literal use.

2.3.2 Euphemism

According to Jones and Peccei (2004, p. 48), euphemism uses mild and polite language to soften the speaker's words. The euphemism is closely related to politeness to discourage inappropriate association and preserve a sense of interlocutor in compliance with norms of social behavior. This kind is commonly used to talk about taboo subjects, like the use of words passing away rather than death or making love rather than sexual intercourse.

2.3.3 The Rule of Three

Jones and Peccei (2004, p. 49) said that one of the best known used in political rhetoric is the three-part statement. This device is such a robust structure that politicians use, even if they have just one argument. Three of the most famous three-part words from the eighteen and nineteen centuries are to be found in:

"The cry of the French Revolution: 'Liberte, Egalite, Fraternite' (Liberty, equality, brotherhood), Abraham Lincoln's *Gettysburg address:* 'that government of the people, by the people and for the people shall not perish from this earth."

The rule of three can strengthen the argumentation, convince the listener, and easier to memorize the message. From statements expressed by the speaker, this tool has a substantial contribution for the audience to believe their arguments.

2.3.4 Parallelism

Jones and Peccei (2004, p. 51) mentioned a device expressing several ideas in a series of similar structures. This device helps to highlight that opinions are equivalent to more memorable. The speaker has to add a sense of symmetry and rhythm to make the speech more attractive and accessible for the listener to catch the point. Example:

"That we can say what we think, That we can have an idea, That we can participate in."

From the example above, *that we can* emphasize that it is necessary to remember it.

2.3.5 Pronoun

Jones and Peccei (2004, p. 52) that political speakers use pronouns to refer to themselves or their audience, which can be a significant part of the message. When this device is used in communication, particularly speech, it shows the interaction between the listener and the speaker. Then the audience feels what the speaker said and can assume their position by using pronouns.

2.4 Critical Discourse Analysis

Van Dijk's Critical Discourse Analysis approach is used by the researcher in this study to gain a deeper understanding. Van Dijk (1993, p. 131) stated that Critical Discourse Analysis is not a single model or paradigm but a shared approach to linguistics, semiotics, or discourse analysis. For further details, see

Critical Discourse Analysis studies between language and social context, then explained more broadly through the social structure. On the other hand, Fairclough (1898) stated that Critical Discourse Analysis is practically oriented discourse analysis to address social problems. Critical use in the unique sense of aiming to show up connections that may be hidden from people, such as the connection between language, power, and ideology.

Critical Discourse Analysis model by Van Dijk who cited by Eryanto (2001) as follows:

Discourse Structure	Unit Analysis	Element
Macrostructure	**Thematic** (what is the theme talking about?)	Topic
Superstructure	**Schematic** (how are the elements arranged in sequence?)	Schema
Microstructure	**Semantics** The meaning which is emphasized in a news text	Background, detail, presupposition, meaning, and nominalization.
	Syntactic (how are the sentence form and its structure chosen?)	Sentence form, coherence, and pronoun
	Stylistic (how is the word choice used in news text?)	Lexicon
	Rhetoric	Graphic, metaphor, and image

| (how and in what way is the |
| stressing used?) |

The scheme of Van Dijk's Critical Discourse Analysis concept can be seen in the table above. Eriyanto (2001) presume that the model analysis of Van Dijk is more applicable, allowing this theory to be applied practically and elaborately. Rosidi (2007) present Van Dijk's three structural level analyses of discourse as the higher level is macrostructure. It is structured as a general or global meaning in a specific text that refers to and focuses on textual topics. Microstructure investigates and analyzes the meaning of language by looking at words, sentences, and phrases. The last is superstructure which is concerned with how the elements and structure of discourse are organized in the entire text.

2.4.1 Macrostructure

2.4.1.1 Thematic

Macrostructure focuses on the global meaning or emphasizes the purpose or the topic of discourse. According to Van Dijk (1980, p. 99), thematic as the main part of macrostructure levels refers to word theme. Another definition stated by Eriyanto (2001, p. 226) is that thematic is the most critical structure to examine in the macrostructure analysis of Van Dijk. The issue is often related to the theme because it reveals the importance of the information delivered by the sender. The theme has a purpose, concept, and the speaker's main point. First, the researcher has to read and comprehend the entire text to determine the theme. Second, to show what the speaker will convey the speech in public, each text has its theme.

To better understand the text, the researcher must also be aware of the social

context of the speeches.

CHAPTER III

RESEARCH METHODOLOGY

This chapter to clarify the research method and the producers of the analysis. There are several main explanations for the research approach. This chapter also explained how the research was carried out and framed.

3.1 Research Design

In explaining the rhetorical devices in George W. Bush's speech, the researcher used qualitative research. It is qualitative, essentially, aimed at describing the data in the form of statements in the text. Daymon and Holloway (2002, p. 14) stated that qualitative research concentrates on the expression of words. However, sometimes numbers also appear and are used to show repetition that subjects are found in transcripts or the extent to which activities occur. The quotation above implies that the qualitative method focuses on marking information as words rather than numerical information.

The researcher analyzed the data sources speech delivered by George W. Bush that has been transcript. The researcher explained what and how rhetorical devices appear in speech based on Jones and Peccei's theory with the approach Critical Discourse Analysis by Van Dijk to understand the speech.

3.2 Data and Data Source

The source of data of this research was a textual transcript of George W. Bush's speech. The researcher chose the subject entitled: Address to a Joint Session of Congress, issued on September 20, 2001. The researcher chose this

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speech because of the phenomenon and wants to know the United States response through George W. Bush's speech as the President. The audio and script of the data were taken from https://www.americanrhetoric.com/gwbushspeeches.htm on October 25, 2020.

The data for this study came in sentences or phrases uttered by George W. Bush in the transcripts of his speech. The researcher used the whole text to analyze the linguistics feature dealing with Jones and Peccei's theory with the approach Critical Discourse Analysis by Van Dijk. Because the researcher needed to identify and clarify each rhetorical device in the speech, the first question required several utterances. Meanwhile, the second research data are taken from the entire text to determine George W. Bush's speech schema or framework.

3.3 Data Collection

In this stage, the researcher explains the step in collecting the data, like, instrument, the technique of data collection, data analysis.

3.3.1 Instrument

The writer is the main instrument of the research. He did some steps such as collecting the data as the subject research, analyzing the data, and reporting the result by himself. Bogdan and Biklen (1998, p. 77) stated that humans as the primary instrument for collecting and analyzing the data in qualitative research.

3.3.2 Technique of Data Collection

The researcher did several steps in collecting the data:

1. First, the researcher searched the script of speech from the internet

2. After getting link, the researcher downloaded and printed out the script

3. Next, the researcher identified the script. The researcher identified the data used rhetorical devices theory and divided into six types of analysis. The researcher also highlighted the word, phrase or sentence which contained in rhetorical devices. Morover, the researcher identified used macrostructure theory to anlyze the theme of speech.

4. Then, the researcher made the code to make him easier to categorized in each type. There are four types of rhetorical devices based on Jones and Peccei's theory. The codes are:

   a. Metaphor   : M

   b. Euphemism   : EP

   c. The rule of three : PR
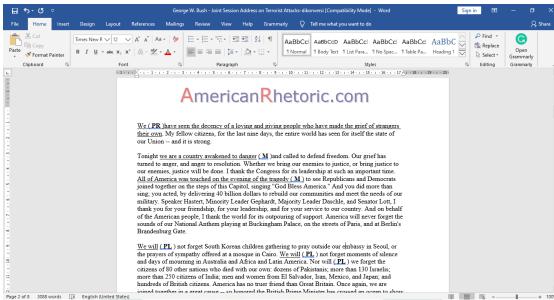
   d. Parallelism   : PL

e. Pronouns : P

Figure 1.1: Example of identifying the data by highlighting and coding

The researcher underlined and gave the code at the end of textual data to identify the data.

3.4 Data Analysis

The researcher did some steps in analyzing the data. The steps are:

1. Classifiying the data

   After, collected the data, the researcher classified the data based on the four types of rhetorical devices. The researcher used Jones and Peccei's theory to interpreted those data to get reliable result of the analysis. This step used to answer research question number 1

2. Describing the macrostructure theory

   After classified and interpreted the dara used rhetorical devices theory, the researcher continued to answer the researchquestion number 2

with macrostructure's theory from Van Dijk to analyze the theme of speech that used by the speaker. The result from research question number 1 helped the researcher to interpreted the theme. The analyzing of theme make the reader easily understand the speech.

3. Making conclusion

The researcher concluded the finding of this research with clearly explanation based on the theory and the own the researcher's interpretation.

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the findings and discussion of the previously described investigation steps, consisting of two issues. The first issue is to define types of rhetorical devices in George W. Bush's speech, and the second issue is how to macrostructure construct the address.

4.1 Findings

The researcher has identified rhetorical devices and macrostructure applied in George W. Bush's speech. The accurate data in this study was taken from the utterances used by George W. Bush. Twenty were chosen, described, and interpreted using rhetorical devices proposed by Jones and Peccei 2004 and compared to Teun A. van Dijk's CDA model of macrostructure analysis.

This study investigates and analyses such statements from speech that use rhetorical devices to help the speaker influence the audience. The researcher decided to categorize the data into five categories to answer the first research question: Euphemism, Metaphor, Parallelism, The rule of three, pronoun. The analysis is presented below.

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4.1.1 Rhetorical Devices

4.1.1.1 Metaphor

Language style with two comparisons of two different concepts or, in other sense, the word group is not the real meaning. In some situations, metaphors play an important role in how politicians interact with the audience. The politicians use this device to determine the influence of metaphor against the audience. There are many metaphor examples in George W. Bush's speech, as stated below.

Data 1

"we will remember the moment the news came, where we were, and what we were doing. Some will remember **an image of a fire** or a story of rescue. Some will carry memories of a face and a voice gone forever."

To determine how the issue is, the speaker employs metaphor. In this datum, the illustrative device from the phrase "**an image of fire**" means that it does not mean that picture or fire paintings made by an artist, but portrayed a fire tragedy that occurred in one of America's buildings as a result of terrorist attacks. The researcher found intelligence in the phrase, where the speaker could describe the situation using the metaphor through the word. The speaker does not immediately explain the fire, but a little beautify the word to get attention and make his speech memorable.

Metaphorically, the speaker's simplicity described, **"an image"** means incidents that happened in a specific time and have meaning. The word "**a fire**" can be defined as a feeling of eagerness or desire for something, while the word fire in this utterance connotes a fire tragedy. The burning incident of the building

will be a bad memory for citizens of the United States, and they will never forget

it.

Data 2

> "All of this was brought upon us in a single day and night fell on a different world, **a world where freedom itself is under attack**. Americans have many questions tonight."

Based on the data above, United States citizens have experienced quiet,

comfort, and peace in their daily lives for many years. However, their feelings

quickly changed due to an assault that caused problems. Those who could

previously be pleasant without any worry, now the taste becomes alertness and

fear of the attack.

Word "**a world**" in that utterance has the meaning of the lives of citizens

of the United States or the activities they usually do. As usual, the initially good

life, running life, socializing fellow humans is full of love and freedom. Activate

work, play, or enjoy the empty time, but everything is under attack. The speaker

used metaphor in that utterance to express a sense of melancholy to the audience,

which they could experience. The selection of words is excellent. It is in harmony

with current events, and it does not appear to be excessive in communicating the

message.

Data 3

> "Nation from Latin America, Asia, Europe, and the Islamic world. Perhaps NATO Charter best reflects the attitude of the world: **An attack on one is an attack on all**. The civilized world is rallying to America's side."

The selected utterance uses rhetorical methods to emphasize the attack carried out. That is a metaphor device. It can be seen in the sentence, "**An Attack on one is an attack on all.**" It indicates that President Bush is trying to convey the audience's belief in the government to end this terror. The terror attack that occurs indeed leads to a country, but the attack can be overcome by cooperation with outside parties, especially by getting help from other countries. As he said in the following sentence, "the civilized world is rallying to America's side."

That utterance means the tragedy of terrorist strikes in the United States is unusual, but it can threaten a country's security. Other countries and organizations regard it as a worldwide attack, so it must be halted to prevent an attack in another country. The utterance "**Attack on one is an attack on all**" is dissolved more fully, and it has meaning togetherness or cohesiveness between the United States and a friendly country. So, other countries will be assisted by what happens in the region because of the brotherhood.

Data 4

> "Through much of the last century, America's faith in freedom and democracy was **a rock in a raging sea**. Now it is **a seed upon the wind, taking root in many nations**. Our democratic faith is more than the creed of our country, and it is the inborn hope of our humanity, an ideal we carry but do not own, a trust we bear and pass long."

The researcher found three metaphors in the same utterances based on the data above. The first utterance is "**a rock in a raging sea**." This utterance means freedom and democracy adopted by the United States became a separate force behind the many disturbances from outside parties. A world or the enemies of the

United States try to destroy and change it, but they remain whole and united in
their pursuit of the ideals. With the many ideologies and existing social gaps, they
do not change and destabilize the confidence of the United States in believing in
the attitude of freedom and democracy. Although many other countries have not
implemented and run both, it is an American symbol in state and runs a value of
life.

Another metaphor, "**a seed upon the wind, taking root in many
nations,**" is connected with the previous statement. President Bush explained that
many countries use ideology the same as the United States in this chance.
Freedom and democracy, which were initially underestimated, do not even like
them, but now the leading choice quickly spread to other countries. The metaphor
in this data is striking enough to help the audience understand Bush's speech's
scoring. He is also outstanding as a Scientifics for the phenomenon using this
device.

4.1.1.2 Parallelism

Parallelism is another kind of rhetorical device from the speech. Parallelism
is a strategy for stressing a message by repeating the sequence structure with the
exact words or sentences, such as the data below:

Data 5

"On September 11, enemies of freedom committed an act of war against our
country. **Americans have known** wars, but in the past 136 years, they have

been wars on foreign soil, except for one Sunday in 1941. **Americans have known** the casualties of war but not at the center of the great city on a peaceful morning. **Americans have known** surprise attacks but never before on thousands of civilians. All of this was brought upon us in a single day and night fell on a different world, a world where freedom itself under attack."

The bold word above is parallelism because similar words are repeated three times in the same sentence. Those parallelisms are not just a style word, but they have a purpose. In this case, President Bush wants to produce an emotional effect by using parallelism to stress the message to the audience.

President Bush emphasized the phrase "**Americans have known**" in his speech and said it repeatedly. The term "**Americans have known**" that stress by President Bush is a noun, which means people or American citizens. He wants to convey information about a conflict experienced, an attack that has happened, and war victims. All previous tragedies occurred in the areas carried out in a place that should be the scene of riots. But all that is different from the attack right now. Enemies attack civilians and occur quickly when the situation in America is acceptable. The United States has not received an episode before, but the situation has changed since the enemy committed terror on September 11 and did so freely. The United States will act after the incident and fight enemies that have caused.

Data 6

"Tonight, we face new and sudden national challenges. **We will come together to** improve air safety, dramatically expand the number of air marshals on domestic flights, and take measures to prevent hijacking. **We will come together to** promote stability and keep our airlines flying with direct assistance during this emergency. **We will come together to** give law enforcement the additional tools it needs to track down terror here at home.

We will come together to strengthen our intelligence capabilities to know the plans of terrorists before they act and to find them before they strike."

The speaker uses parallelism to make the speech memorable and exciting. President Bush told the audience this story to present the endurance lessons drawn from this story. With a sense of togetherness and confidence, we all must be ready to face the sudden pressure and think quickly about how to solve it following the above data regarding the government's readiness to fight terror.

The United States is in a state of danger because of the terror. Therefore, the government makes sure to respond to this. The utterance "**we will come together to**" will emphasize to the audience that the government will act quickly to respond to the incident. The sentence repeatedly, showing seriousness in dealing with the problem, and the government will apply the method of handling them. Several policies will be implemented to help the United States rise from adversity and become a more vigilant state in the face of this occurrence. Procedures such as improving air security, providing special tracking tools in some homes, and increasing intelligent service capabilities are carried out with a sense of togetherness. All ways to do, so The United States became more solid and robust than before. On that utterance, the pronoun "we" refers to the government. The agency that will do some action after the incident and all government agencies will work together against terrorists.

Data 7

"They hate our freedoms- **our freedom** of religion, **our freedom** of speech, **our freedom** to vote and assemble and disagree with each other. **They want**

to overthrow existing governments in many Muslim countries, Egypt, Saudi Arabia, and Jordan. **They want to** drive Israel out of the Middle East. **They want to** drive Christians and Jews out of vast regions of Asia and Africa. These terrorists kill not merely to end lives, but to disrupt and end a way of life."

The two unexpected data points demonstrate parallelism in this speech. These are parallelisms have strengthened to emphasize the vital message to the audience. In this context, the utterance "**our freedom**" can be the decisive reason why the United States gets attacks from terrorists. According to President Bush's statement in his speech, the freedom contained within the country is the cause. Freedom is living life, and mutual respect for many differences in opinion, religion, and freedom speech in public applied in the United States is an absolute thing are owned and done. These regulations may not exist or use elsewhere, but they motivate terrorists to conduct acts of terrorism.

After that, the purpose of the attack was in the following words "**They want to,**" the meaning of this word is that terrorists want to attack other countries and eliminate some countries and religions that they think are wrong and should not be. All aspects of living life, faith, and state order must be following their ideology, so they make their policies. The policy they want must occur and apply, although it will probably end their own lives and other people. Attacking the United States is the first step in realizing its policies. As previously explained about the reasons and purpose of the attacks in the United States, President Bush said that the United States would not be afraid and would continue to fight terrorists. Despite this, they hope that America becomes afraid, withdrawing from the globe and abandoning our partners.

Data 8

> "I will not forget this wound to our country or those who inflicted. **I will not yield, I will not rest, I will not relent in waging this struggle for freedom and security for the American people**. The course of this conflict is not known, yet its outcome is certain."

From the utterance "**I will not**" President Bush's persistence in fighting terrorists. President Bush is determined to fight terrorists because of his responsibility as a head of state, guarantees state security, and provides a sense of security and convenience to its citizens. He will try as much as possible to fight for freedom and security for the American people, free from terrorist threats. What happened in America was the wrong moment that had ever happened, and the incident was so fast, causing fear and trauma experienced by citizens of the United States. At this opportunity, he could manage to apply parallelism in conveying the contents of his speech. Like the statement "I will not" said several times, showing his seriousness in responding to the incident of terror attacks. This device is beneficial in containing address, so the audience can remember what he said.

Data 9

> "Our nation, this generation will lift a dark threat of violence from our people and our future. We will rally the world to this cause by our efforts, by our courage. **We will not tire, we will not falter, and we will not fail**."

Just like in the previous discussion, here too, President Bush was determined and firmly against terrorists. The suffering and losses experienced by

the United States are enough to cause sadness and fear. Therefore, President Bush invited citizens of the United States to create human freedom released from violence, and now it depends on us, either acting or remaining silent. As stated in the utterance, **"We will not tire, we will not falter, and we will not fail,"** a sense of optimism occurs between President Bush and his citizens in fighting terrorists, making life better. Change can occur with a sense of courage and not giving up that can be realized if done together. Acting against each other, motivating, and mutual trust can do it together. Life will return to normal, and sadness will disappear. It will realizes, but our resolve must not be compromised.

This time, the parallelism found in the data is very useful and positively affects the audience. The exact words are spoken repeatedly, adding another term as a previous remark supporter, making the perfect sentence. George W. Bush is clever in using this device, so his speech is easy to deliver.

Data 10

> "Americans are asking: how will we fight and this war? We will direct every resource at our command; **every** means of diplomacy, **every** tool of intelligence, **every** Instrument of law enforcement, **every** financial influence, and **every** necessary weapon of war to the disruption and the defeat of the global terror network."

The researcher discovered that the characteristics of the substantial world above belong to parallelism based on the data above because a particular term appears four times in the exact phrase. The speaker attempts to draw the audience's attention to that word in this context. The word "**every**" in that utterance shows that the United States will possibly do everything to defeat

terrorism. With confidence and optimism, President Bush will move to fight to win the war. As for his instruction to the government, he will utilize America's facilities. In other words, the word "every" can imply that America has an advantage in facilities and infrastructure and shows that the United States is a country that is responsive in dealing with attacks. President Bush's use and emphasis of sound words convey his speech points, showing this device are helpful.

Data 11

> "This is not, however, just America's fight. And with is at stake is not just America's freedom. **This is** the world fight. **This is** civilization's fight. **This is** the fight of all who believe in progress and pluralism, tolerance, and freedom."

Again, George W. Bush applied parallelism in his speech. The emphasis of a word shows a seriousness or important thing stated. On this occasion, he used the word **"this is,"** which was a tool to convey his idea about terrorism and process it into a sentence that can persuade the audience. This method of delivering the speech is impressive

The data above shows that the speaker tries to inform fighting terrorists as an obligation of all countries. The activities carried out by the terrorist are very dangerous for the security of a country if they are not stopped and will destroy the freedom, the peace owned by the government. Here, the word **"this is"** can be a determiner used to express a phrase in the context. President Bush explained how it could be a shared responsibility. Freedom must be maintained, mutual respect

for fellow citizens, and eternal peace, so no gap for terrorists to damage a country. In the absence of opportunities for them, the terrorists will slowly disappear, and there will be a sense of justice. The speaker emphasized this utterance rhetorically in this situation because it was imperative in fighting terrorists to create world peace.

Data 12

> "**They are** recruited from their nations and neighborhoods and brought to camps in a place like Afghanistan, where **they are** trained in the tactics of terror. **They are** sent back to their homes or sent to hide in countries around the world to plot evil and destruction."

From the data above, parallelism is employed in this speech. The speaker uses the word "**they**" to refer to the terrorists. President Bush said that the terrorists are selected people who have the same vision from various countries to gather in an area and practice together to carry out their mission. These trained people have devoted their lives to fighting and are willing to sacrifice their own lives for group satisfaction. But it is different from what is done by other normal humans.

President Bush shows the dangers of terrorists because their mission aims to cause chaos and damage in their territory to obtain their vision in possession and build a country based on their ideology. The word "they" who said Bush showed that the terrorists were not a person or individual moving, but a collection of several people who made the group, moving to create chaos on religion's behalf. President Bush's delivery and explanation in this opportunity are excellent,

and the use of words aids the audience in understanding the contents of his

address.

4.1.1.3 The Rule of Three

The data below uses a rhetorical device known as the rule of three. In this

scenario, the speaker used the rule of three to demonstrate how these assertions

contribute significantly to the audience's understanding. President George W.

Bush emphasizes three critical points of his speech.

Data 13

"By sacrificing human life to serve their radical visions, by abandoning
every value except the will to power, they follow the path of **fascism,
nazism, and totalitarianism**. And they will follow that path all the way, to
where it ends: in history's unmarked grave of discarded lies."

Based on the data above, the use of the rule of three is found in the speech.

The speaker uses it to give an important message in his speech. While saying the

statements, President Bush, ast he speaker, utilizes high intonation and

emphasizes them rhetorically. It signifies that the speaker is enthusiastic about

what he sees in this situation. Here, the speaker talks about the ideology used by

the terrorists, which are "**fascism, nazism, and totalitarianism**." The three

doctrines have been there for a long time but are rarely used by groups and

countries because they are not suitable if applied. But it is different from

terrorists. The ideology considered wrong or less fortunate for them is the truth.

They used those to run their power area obtained through war and terror. With

sacrifice and loyalty, terrorists will continue to carry out, apply, and follow the

purpose of the ideology, because they are the heirs.

Data 14

"These measures are essential. But the only way to defeat terrorism as a threat to our way of life is to **stop it, eliminate it, and destroy it** where it grows. Many will be involved in this effort, from FBI agents to intelligence operatives to the reservists we have called to active duty."

The bold data plays an essential function based on the selected data above. The utterance from words "**stop it, eliminate it, and destroy it**" are verb that has the same purpose. The steps taken by the government in the fight against terrorism are reflected in the three words. It will all be implemented and grow together to commit a crime. As President Bush based on the data above, this activity requires effort and performance against them. After all, actions are done, defensive measures against terrorism will be taken to protect Americans to restore everyday life. In this chance, George W. Bush apply the rule of three well. However, only three simple words are often pronounced, but they have their power and meaning. The selection of good dishes quickly makes the audience catch the point of the speech, showing this device has an important role.

Data 15

"The United States respects the people of Afghanistan. After all, we are currently its largest source of humanitarian aid; but we condemn the Taliban regime. It is not only repressing its people, but it is also threatening people everywhere by **sponsoring and sheltering and supplying** terrorists."

The data above is part of speech that shows the use of the rule of three. The words "**sponsoring and sheltering and supplying**" were stated by President Bush and were aimed at the Taliban. The three words addressed to the Taliban have the meaning of helping and creating terrorists. It's all done to carry out their vision and mission and shows they have a different way of life from others. Activities and actions are hazardous and a mistake because they can create chaos in the world and commit crimes, such as murder, oppression, and terror attacks into a country. Americans have great respect and appreciate the citizens of Afghanistan, but not with the group regime Al Qaeda. This regime group does this in Afghanistan and applies in other countries. They have many links scattered in several countries, making it easier to commit the crime.

Same as earlier, in this time, process and cultivating a good word in conveying the content of speech is very noticeable. George W. Bush, as the speaker, can make this device well. The utilization and usage of the word in this device is beneficial, although these three words have a negative meaning, but do not become a problem for him.

Data 16

"our enemy is a radical network of terrorists and every government that supports them. Our war on terror begins with al Qaeda, but it does not end there. It will not end until every terrorist group of global reach has been **found, stopped, and defeated**."

The attack perpetrators were identified, and the Al Qaeda group appeared as a terror actor. Because of the terror attacks they carried out, this radical group became an American adversary and enemy of other governments. The network of terrorist groups is not only centered somewhere but hidden in other countries. As the words "**found, stopped, and defeated,**" the government will try to capture the existing terrorist radical network. The first step in eliminating terrorist groups began with a war against the Al Qaeda terrorist group. President Bush's statement was not the last, but it was a definite step in eradicating existing radical groups. Those words in the utterance show that the government will genuinely destroy that radical group.

4.1.1.4 Pronoun

Another rhetorical device in this speech is a pronoun. As stated below, the speaker uses this device to communicate with the audience using pronouns, such as i. you, and we.

Data 17

"**I** also want to speak tonight directly to Muslims throughout the world. **We** respect your faith. It's practiced freely by many millions of Americans, and billions more in countries that America counts as a friend."

The speaker uses the pronoun "**I & we**" to express several meanings he employs in the speech. Those pronouns are helpful and have an implicit meaning in the address. President Bush wants to tell what happened later, and it is related

to the people's religion. The pronoun "**I**" in the utterance, "I want to speak tonight

directly to Muslims throughout the world," refers to himself saying that utterance.

The statement before strengthened with the information "we respect your faith," in

this context, President Bush explained that he and United States citizens did not

blame their religion. Everyone has the right to run and believe in the teachings

they believe in. pronoun "**we**" in that utterance has an essential role because it

shows that the presence of an attack on America does not make or corner a

person. Again, President Bush makes a suitable device to saying his speech.

Data 18

"Tonight, **I** thank my fellow Americans for what you have already done and
for what you will do. And ladies and for the congress, **I** thank you, their
representatives, for what you have already done and for what **we** will do
together."

The usage of pronouns is crucial here. Intentionally, President Bush gives

a high intonation in saying these utterances. It emphasizes the pronoun "**I**"as a

form of appreciation and thanks to Americans and the country's friends who work

together to do and plan to fight terrorists, as cited in those utterances. Fighting

terrorists is not easy, and it requires sophisticated tools, people who have skills,

and support from several parties. All of them implement and well-plan, so they

get satisfactory results. Therefore, at the beginning of President Bush's speech, he

thanked the people and countries involved in fighting terrorists. In addition,

saying the pronoun "**we**" indicates that President Bush strengthens his earlier

statements concerning collaboration that has been carried out and how it will be

carried out.

Data 19

> "**We** will come together to take active steps that strengthen America's economy and put our people back to work. Tonight, **we** welcome two leaders who embody the extraordinary spirit of all New Yorkers: Governor George Pataki and Mayor Rudolph Guiliani."

The pronoun "we" has two meanings based on the utterance above. The

first meaning reflects the government, and the second is the audience. As

explained before, the pronoun "**we**" in the first line is the government, describing

the government's actions after the tragedy. The attacks that endanger several

parties and weaken the population economy causes work and loss of income.

Therefore, the government will try to return everything to normal as before.

Efforts made in realizing hope require support and work from people, such

as Governor and Mayor. As cited in the utterance, "**we** welcome two leaders who

embody the extraordinary spirit of all New Yorkers: Governor George Pataki and

Mayor Rudolph Guiliani." In that utterance, the audience welcomes the presence

of Governor George Pataki and Mayor Rudolph Giuliani. They will work with the

central government to improve and provide a more feasible life. Working for

Americans, stabilizing economic situations is one of the efforts they will realize.

Data 20

> "Americans are asking: What is expected of us? **I** ask **you** to live your life and huge your children. **I** know many citizens have fears tonight, and **I** ask

you to be calm and resolute, even in the face of a continuing threat. **I** ask **you** to uphold the values of America and remember what so many have come here."

Concern that occurred due to terror attacks made Americans ask questions as President Bush explained and information to his citizens ahead of the state. As a pronoun "**I**" in the utterance, he explains what residents must do after experiencing terror attacks. Ask to keep calm even though the situation is chaotic, and life must continue and carry out as usual. The children go to school, play, and adults carry out their duties and believe in American values that can restore the situation. The expression aims to alleviate the trauma and anxiety that the resident experienced. On the other hand, using the pronoun "**I**" in that statement, President Bush showed his feelings, sensitivity, and sympathy.

The use pronoun "**you**" refers to every single audience who feels the effect of the incident. It adds the significant impact of Bush conversing with each individual. It could be suitable devices used by Bush to control others, demonstrating that people have the same problem as Bush, as he stated in his speech about fear and what to do after a terrorist attack. The audience will feel that the speaker invites them to engage in active communication by utilizing the pronoun "you." The use of pronouns in that utterance suggests that pronouns connect the speaker and the listener.

4.1.2 Macrostructure

The identified macrostructure cannot be determined in each sentence, but it does necessitate a thorough examination of the entire text to determine the precise

point made by the speaker. The researcher aims to see how this rhetorical devices reflects the ideological perspective that affects the audience's mind through the macrostructure of the Van Dijk model after classifying and studying the rhetorical devices. This analysis responds to the second research question, which examines the macrostructure of rhetorical devices used in George W. Bush's speech. In the macrostructure analysis, the essential point that should be elaborated on is the text's thematic framework.

4.1.2.1 Thematic

In Van Dijk's theory, thematic analysis is the first step of critical discourse analysis. Two things were noted in this analysis stage: the discourse's topic and theme. Following the comprehension stages of the lesson, the researcher analyses each speech to determine the central issue and article. The speech of George W. Bush was chosen in Address to Joint Session of Congress Following 9/11 Attacks.

The main focus of this speech was the perpetrators of terrorist acts in the United States and their reasons, and the United States responded after the incident, as evidenced by the speech's schema. The researcher discovered a topic mentioned in this speech related to this theme. The issues that the speaker has spoken about the support the speech's scheme.

> "Americans have many questions tonight. Americans are asking: Who attacked our country? We have gathered evidence points to a collection of loosely affiliated terrorist organizations known as Al Qaeda. They are some murderers indicted for bombing American Embassies in Tanzania and Kenya and responsible for bombing the USS Cole. Al Qaeda is to terror what the mafia is a crime. But, it making money; its goal is remaking the world and imposing its radical beliefs on people everywhere."

"Americans are asking, why do they hate us? They hate what they see right here in this chamber, a democratically elected government. Their leaders are self-appointed. They hate our freedoms, our freedom of religion, our freedom of speech, our freedom to vote and assemble and disagree with each other. They want to overthrow existing governments in many Muslim countries, such as Egypt, Saudi Arabia, and Jordan. They want to drive Israel out of the Middle East. They want to drive Christians and Jews out of vast regions of Asia and Africa. These terrorists kill not merely to end lives but to disrupt and end a way of life. With every atrocity, they hope that America grows fearful, retreating from the world and forsaking our friends. They stand against us because we stand in their way."

The topic of Al Qaeda supported the theme as a terror actor in America. Those lines can be recognized as the speaker's second sentence. The speaker begins the discussion by presenting evidence relating to the attack. According to the evidence gathered with strong points leading to terrorist organizations, it has been determined that Al Qaeda is the primary perpetrator of terrorist assaults. Then, after knowing the terrorists, President Bush explained the reason and goals of the attack. In conclusion, a sense of freedom, the difference in ideology in the state, and the attitude of tolerance in the United States is the main reason the attack was carried out, which aims to make the country follow the legal basis and ideology they believe. Attacking the United States is the first step in realizing this and eliminating other nations and religions not following their faith.

This data shows the use of macrostructure and rhetorical devices seen in Bush's speech. On this occasion, macrostructure helps the speaker convey important things in his discussion, namely the perpetrators of terror and parallelism as simultaneous devices in this part of speech. George W. Bush describes the social circumstances that followed the tragedy in a clear and detailed. The use of rhetorical devices by using parallelism to emphasize

important information that must be conveyed, assisted by macrostructure in designing the content of speech to run well, so makes it easier for listeners to understand the content of speech.

> "These measures are essential. But the only way to defeat terrorism as a threat to our way of life is to stop it, eliminate it, and destroy it where it grows. Many will be involved in this effort, from FBI agents to intelligence operatives to the reservists we have called to active duty. All deserve our thanks, and all have our prayers. And tonight, a few miles from the damaged Pentagon, i have a message for our military: Be ready. I've called the Armed Forces to alert, and there is a reason. The hour is coming when America will act and you will make us proud."

> "Tonight, we face new and sudden national challenges. We will come together to improve air safety, dramatically expand the number of air marshals on domestic flights, and take measures to prevent hijacking. We will come together to promote stability and keep our airlines flying with direct assistance during this emergency. We will come together to give law enforcement the additional tools it needs to track down terror here at home. We will come together to strengthen our intelligence capabilities to know the plans of terrorists before they act and to find them before they strike."

The topic of discussion in George W. Bush's speech was the response of the government of United States after the attack. President Bush gave directions to the FBI, soldiers, and related parties to immediately plan against terrorists based on the data above. The way can be done to defeat terrorists are listed in the sentence "stop it, eliminate it, and destroy it where it grows." The sentence reflect's bush determination to fight them. Focusing on fighting and defeating terrorists, President Bush will alsotake defensive actions against terrorism to protect Americans.

Topic discussion as the macrostructure in this part performs its role well as in the discussion at the previous topic. The theme whose chosen and the discussion conducted by George W. Bush made the content of the speech more interesting. This is reinforced by the words stop it, eliminate it, and destroy it that the example

of the rule of three and the sentence we will come together to as the part of parallelism in the speech. A combination of macrostructure, the rule of three, and parallelism in this stage are impressive. The topics discussed that are emphasized using examples of words or sentences from rhetorical devices show the responsiveness of the United States to the attacks that occurred.

> "I also want to speak tonight directly to Muslims throughout the world. We respect your faith. It's practiced freely by many millions of Americans, and billions more in countries that America counts as a friend. Its teachings are good and peaceful, and those who commit evil in the name of Allah blaspheme the name of Allah. The terrorists are traitors to their own faith, trying, in effect, hijack Islam itself."

Other topic of discussion that had been found appeared on that speech, Bush talked about tolerance. He and Americans value diversity and faith of every race, including Islam. Al – Qaeda attacks does not mean Americans hate Islam as a religion, because many of Americans are muslims. Bush explained, that religion teachings about peaceful and good, and he respects Islam as a religion. It is importatant to explain, so, there is no misunderstanding between Americans and adherents of the Islamic religion. Unfornutely, the terror carried out by Al – Qaeda destroys the religion of Islam.

In this chance, pronoun I & We combined with macrostructure works well in conveying the important information. Besides that, this device helps the listeners to understand the context of speech. This topic is interesting President Bush uses pronouns to present Americans in understanding the tragedy that has occured involving the religion, he does not mind it, but he focuses on the perpetrators.

4.2 Discussion

The researcher discusses the data analysis in this section to better understand how the final result was reached. This research discovered the characters of George W. Bush's speech employed rhetorical devices like metaphor, parallelism, the rule of three, and pronoun. Those as the strategy to indicate and show that the utterances contained power, ideology, and the ability to persuade the human mind. The data description and interpretation of rhetorical devices identified in the data above, compared with Van Dijk's social cognition theory. Because Jones and Peccei 2004 employed rhetorical devices connected to the context and covered all facts, they were used and supported together.

As theory states, the use of euphemism is one of the ways President Bush shows the government's idea of conveying terrorists by using polite words. But the researcher did not find this device in the data. Use and selection of good words and submission of speech are some facts, so there is no need for a stage to replace them. President Bush is outstanding in this context. Without using this device, he can convey the content of his speech. Besides euphemism, pronouns took an essential role in delivering the speech. The use of pronouns here such as I, You, and We help Bush show his power, care, unity, and respect. It is also important to employ and change pronouns to persuade the audience as to which one is the most crucial component to be considered their belief. There are 4 data pronouns in the speech.

Other rhetorical devices, such as metaphor, are used in the speech. President Bush used metaphoric language to get the audience to consider the

speaker's intended message. *An image of fire, a rock in a raging sea, a seed upon the wind, taking root in many nations,* and any other illustrative statements made in the previous section indicate that the speaker is attempting to communicate an important message to the audience in an indirect message. It also occurs when the rule of three and parallelism are applied in the speech. There are 6 data included metaphors. Then, the other is 5 data in the rule of three and 5 data of parallelism device. The use of two rhetorical devices shows how repetition controls the emphasized message from the speaker.

In general, all devices are mainly used to entice and motivate people to improve their lives following a terrorist attack. As a result, this aids the speaker in persuading and establishing closer communication with audiences and manipulating people's thoughts to agree with what he says. Using Jones and Peccei's (2004) theory, the researcher found that this speech had the power to influence the audience's minds to agree with Bush's statement. Van Dijk's macrostructure also aids the researcher in comprehending how rhetorical devices are beneficial in clear and simplifying audience comprehension.

In this study, the researcher has answered the first question dealing with what types of rhetorical devices in George W. Bush's speech. The researcher found 20 types of rhetorical devices. The most dominant in this research is a parallelism with 8 datum. It is dominant because the speaker uses this device to make the speech memorable and interact with the audience without changing the contents of the speech, which is one method to influence the mass. According to Jones and Peccei (2004), when politicians speak about the concept of important

things, they should use parallelism to make them more easily understood and avoid boring their audience.

The study's finding appears to be stranger is Hanim. She used Glenn Beck's speech as the data source. She found 3 euphemisms, 5 metaphors, 5 parallelisms, 3 the rule of three, and 3 pronouns. The dominant types of rhetorical devices from 19 data in her research are metaphor and parallelism. Those devices are used to attract people in improving the people's motivation to get better rights in their nation.

In the macrostructure analysis, the researcher found the topic of the speech. According to Van Dijk (1980, p. 10), the term macrostructure accounts for the various nations of global meaning, such as topic, theme, or gist. In this stage, the result showed that the speech's topic has the function of persuading. In the George W. Bush's speech, the researcher found the topics are Al Qaeda as a terror actor in the United States, the response of the government of the United States after the tragedy, and tolerance. These topic became the main discussion in George W. Bush's speech and was mostly talked. Topic is the understanding of macrostructure, make it easier for the researcher to find macrostructure in George W. Bush's speech.

The previous research from Rohmah and Nugraha is contradictive with the present research. Rohmah utilized the structure of Critical Discourse Analysis by Van Dijk theory. The structure of analysing are microstructure, macrostructure, and superstructure. She found 64 expressions noticed as language features from 3 speeches Donald J. Trump. Meanwhile this research only focused on the

macrostructure of Critical Discourse Analysis because the researcher required to know the social context that arises from the speech and analyzed the theme of the speech after got the important information about the speech from the theory of rhetorical devices.

Other previous research has the same theme is from Nugraha. He used George W. Bush's speech about Address to Nation 9/11, analyzed used Geofrey leech theory. The results he found 14 conceptual meaning, 3 connotative meaning, 11 afective meaning, and 2 thematic meaning in the speech. The function used this theory is to know the meaning contained in the George W. Bush's speech to persuade and changing public opinion about terrorist.

For the above discussion, these rhetorical devices and the macrostructure of Van Dijk are employed in George W. Bush's speech. Reflecting on what happened in the United States, the speaker gave his support, argumentation, statement, and the idea of building and showing a sense of confidence and motivation in dealing with problems and becoming a better country after a terror attack. From the variety of ways that President Bush produced in his speech, he successfully used those devices and macrostructure in constructing the speech to control the audience's mind with his address.

CHAPTER V

CONCLUSION & SUGGESTION

This chapter discusses the conclusion and suggestions for the final chapter, including a brief explanation of the findings and recommendations for other researchers conducting similar research.
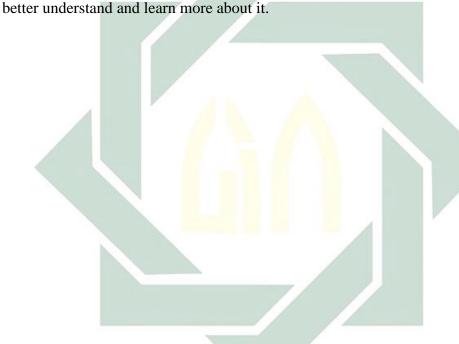
5.1 Conclusion

After explaining and discussing the data, the researcher found a concise explanation to answer the research question. To begin with, the researcher found four types of rhetorical devices in George W. Bush's speech. Those types are metaphor, the rule of three, parallelism, and pronoun. Based on the finding, the most dominant is parallelism. It indicates that Bush likes to use a similar structure in explaining and conveying the contents of speech without changing its context.

In addition, to answer the second research question, the researcher has found the topic of a speech by George W. Bush. The topic's are Al – Qaeda is the actor of terror, response of the government of the United States after the tragedy, and tolerance. All of the theme found in the Parallelism, the rule of three, and pronoun. George W. Bush conducted this speech to give a response after the incident, a message for the United States citizens, and thanks to other countries.

5.2 Suggestion

The rhetorical study provides more reflection on how to communicate not only to persuade the audience to approve us but also the meaning submitted must be creative and innovative. Therefore, we can see and observe the next researcher

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in analyzing can provide every different point of view, so that it has potential to get good data.The researcher suggest for the following researchers, it would be preferable to conduct another study on the application or compare it with two different types of speech, such as economy and education. It is because conducting research only focused on the context of speeches politics. It is expected that the person examining the debate or comparing two speeches will better understand and learn more about it.

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