

THE PERSUASION TECHNIQUES OF RHETORIC AT GEORGE WALKER BUSH ADDRESSES

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ABSTRACT

Rhetoric is an art of persuasion. In a speech, persuading listeners or audience is really needed in order to go to the ideas of the speaker. George Walker Bush has a big role to persuade the audience. Rhetoric refers to three persuasion techniques. This research is aimed to know the persuasion techniques are used and delivered by George Walker Bush Addresses to the utterances. The result of this research is expected to give contribution to the university students of addresses in speaking and writing form. In presenting the data, this research conducted by using descriptive qualitative research and using documentation method. Here, the words are analyzed descriptively to describe and explain in detail the phenomenon of words based on the rhetoric study. The source of data is taken from *americanrhetoric.com* and the data is the script of George W. Bush addresses that is taken from latest addresses on that site. The result of the research shows that at George W. Bush addresses, there are three kinds of persuasion techniques that he used in every speech, those are logos, ethos, and pathos. Pathos is the most dominant rhetoric from those three addresses.

Keywords: *Rhetoric, Ethos, Pathos, Logos*

INTRODUCTION

Language is an important role in communication. In a speech, persuading someone is needed. In persuasion, the most famous theory is delivered by Aristotle. He explained that persuasion focuses on three techniques that the speaker applies; ethos (the speaker's character), pathos (the audience's emotions), and logos (the rationality of the arguments).

The researcher chooses analysing rhetorical through George Walker Bush addresses because he is American politician who served as the 43rd President of the United States from 2001 to 2009. He has a big role in persuading the audience of his programme. On his speech, he always gives the fact on each addresses, stirs the emotion of the audience and tells about some experiences. The result of this research is expected to give contribution to the university students

This research is using discourse. Discourse is a continuous stretch of language larger than a sentence, often constituting a coherent unit, such a sermon, an argument, joke or narrative. Dijk (1988) classifies three structures or levels; those are macro structure, super structure, and micro structure (Dijk, 1988: 71). Macro structure is a discourse which can be observed by seeing the topic without analyzing a word, a sentence, a proposition and a paraphrase. Super structure is the sketch of discourse; how the structure and element are arranged on the text entirely. It describes a general form a text and arranged by general categories, like introduction, content, problem limitation and conclusion. Micro Structure is a discourse which can be observed by analyzing a word, a sentence, a proposition and a

paraphrase which are used. Semantic, syntaxes, stylistic and rhetoric are included into micro structure.

Rhetoric may be defined as the faculty of observing in any given case the available means of persuasion (Aristotle, 1998 :8). Rhetoric gives case the available means of persuasion. This is the power on persuasion. It is an important thing to attract the listener. In persuasion concerned on special subject. There are three persuasion techniques in rhetoric, those are ethos, pathos, and logos.

Aristotle acknowledges ethos as the persuasive potential of the speaker’s character or personal credibility (Aristotle in Herrikc, 2008: 84). Ethos is a source of trust. That is a speaker must be able to be trusted by his audiences. Ethos deals with integrity, character and credibility to be able to persuade many people. Having ethos means having a trustworthy character, has reason to believe. Trust is an important element for communication.

Herrikc in his book said that “the terms pathos is often used to refer to the affective or emotional appeals that give persuasive messages their power to move in audience to action, but Aristotles interest in emotion has to do specifically with emotion’s ability to affect the judgements of audiences” (Herrikc, 2008: 82). Pathos is the emotion. It appeals to the emotions and the sympathetic imagination, as well as to beliefs and values. It can be thought of as the role of the audience in the argument. It could be identified as emotional and affective appeals such as humor, happiness, sadness, satisfaction, love and fear.

Aristotle used logos to refer to proof available in the words, arguments, or logic of a speech (Herrikc, 2008: 82). The persuasive technique of logos relates to logic and reasoning. If a statement attempts to persuade the audiences with a reasonable claim and offering a proof in support of his statement then we can say that the statement is a logical argument. Higgins (2012) explain that logos in rhetoric is not just rationality, but the appearance of rationality, more like commonsense thus not requiring the same verbal proofs as logic for its persuasiveness.

There are some characteristic to analyzed ethos, pathos and logos :

Ethos	Pathos	Logos
<ul style="list-style-type: none"> • Appeal to the writer’s/ speaker’s believability, qualifications, character; relevant biographical information • Use of credible sources (experts, scholars) • Accurate citation of sources: gives credit where credit is due • Experience and authority: person 	<ul style="list-style-type: none"> • Appeal to the heart/emotion • Draw from spirituality or religious traditions • Stories or testimonials • Personal anecdotes or stories • Personal connections • Imagery and figurative language that provokes an emotional response 	<ul style="list-style-type: none"> • Appeal to the mind/intellect • Draw from philosophy and logic • Facts • Statistics • If, then... statements • Definitions of terms • Explanation of ideas • Cause and effect • Details that come from objective reporting • Logical reasons and explanations • Counterargument and rebuttal • Facts- these are valuable because they

<p>knows the issues and has experience in the field</p> <ul style="list-style-type: none"> • Appropriate language: uses language of the discipline • Appropriate tone: knows the audience and context of situation • Humility: is not arrogant • Uses tentative yet authoritative language; avoids sweeping statements like “Everyone is doing this,” “This is the only way,” “This will always work.” Instead says, “The research suggests that,” “Some experts believe,” “In my experience,” etc. • Personal experience know someone else who has personal experience • Through extensive research • Through up-to-date research • Through recognized authorities in the field (this will also help to prevent your appeal from seeming too personal) 	<ul style="list-style-type: none"> • Visual images or words that inspire you to empathize or have compassion towards the idea/topic • Powerful words, phrases, or images that stir up emotion • Details that come from subjective reporting 	<p>are not debatable; they represent the truth</p> <ul style="list-style-type: none"> • Examples- these include events or circumstances that your audience can relate to their life • Precedents- these are specific examples (historical and personal) from the past • Authority- the authority must be timely (not out-dated), and it must be qualified to judge the topic • Deductive/inductive-deductive reasoning is when you pick apart evidence to reach conclusions, and inductive reasoning is when you add logical pieces to the evidence to reach conclusions.
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Adopted from Stacey Lloyd 2014 Persuasive Language introduction to ethos, pathos & logos

METHOD

Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting (Creswell, 1998:15).

In this research, the researcher uses qualitative method in which the researcher would like to describe and elaborate rhetoric techniques based on the chosen speeches. This research was conducted in a qualitative research by using descriptive approach because qualitative research has descriptive characteristic and it includes in document so the researcher is interested in meaning and understanding which is gotten by analyzing utterances. The researcher uses documentation as the instrument by collecting addresses from *americanrhetoric.com* and making the element of rhetoric techniques that found from the addresses. The three addresses are Dallas police memorial address, The 10 year anniversary of hurricane Katrina address, The dedication of the national museum of African-American history and culture by George Walker Bush address.

FINDING

In this research, the researcher finds George Walker Bush uses Ethos as his speech. There are six utterances from three addresses. It consists of quotations or citations from the other person, credibility, credible source of expert support and relevant information.

George Walker Bush uses Pathos in his speech. There are fifteen utterances from three addresses. It consists of powerful words, phrases, or images that stir up emotion, personal connection, spirituality or religious traditions, stories or testimonials, visual images or words that inspire to empathize or have compassion towards the idea/topic, and imagery and figurative language that provokes an emotional response.

George Walker Bush uses Logos in his speech. There are fourteen utterances from three addresses. It consists of facts-these are valuable because not debatable, specific examples (historical and personal) from the past, deductive/inductive reasoning.

DISCUSSION

Ethos is a Greek word meaning 'character'. In terms of persuasive language, it is an appeal to authority and credibility. Ethos is a means of convincing an audience of the reliable character or credibility of the speaker/writer, or the credibility of the argument. It is an important tool of persuasion because if you can get your audience to see you (or your argument) as credible and trustworthy, it will be much easier to persuade them. Meanwhile, if your audience believe you to be a qualified, authoritative figure, or an expert in a subject, they are more likely to be persuaded by your argument. George W. Bush politicians and former presidents who have extensive knowledge and trustworthiness. Broad knowledge can be considered from the side of the contents of the material that he conveyed. First George W. Bush always conveys his personal experience. Both know the discourse that developed at the same time. The three materials he presented so deeply discussed. Fourth master the language used by the surrounding community, after extensive knowledge then the next is a great personality should be said as a role model for other politicians. In George W. Bush Dallas Police Memorial Address the researcher found utterance in his Address that is: The Apostle Paul said, "For God gave us a spirit not of fear, but of strength and love and self-control. "Those are the best responses to fear in the life of our country; and they're the code of the peace officer. Here George W. Bush wants to invite his audience to see that his

argument is credible and trustworthy, it will be much easier to persuade them. Then he uses the Apostle Paul quotation, he is recognized as an important figure in the dissemination and formulation of the teachings of Christianity derived from the teaching of Jesus Christ.

Pathos is a Greek word meaning 'suffering' or 'experience', and it is used in persuasive speech as an appeal to the emotions of the audience. (Herrikc, 2008: 82). Pathos is the way of creating a persuasive argument by evoking an emotional response in the audience/reader. You can use pathos when trying to persuade, by appealing to an audience's hopes and dreams, playing on their fears or worries, or appealing to their particular beliefs or ideals. If your audience is emotionally invested and engaged with your cause or argument, they are more likely to be persuaded. Pathos in George W. Bush addresses are able to touch the emotional side of the listener by way of conveying the material that motivates other than that he always convey material in accordance with the circumstances of the audience. Then, he also utilizes the vocal which must pay attention to articulation, tone and duration, he does so that the listener understands what is being said, and the latter also takes advantage of visual contacts or shared views. In George W. Bush Address at the Dedication of the National Museum of African-American History & Culture the researcher found the statement "Your loss is unfair. We cannot explain it. We can stand beside you and share your grief. And we can pray that God will comfort you with a hope deeper than sorrow and stronger than death." George W. Bush says that every great country must appreciate its history and make people remember the heroes who built the country up to now, in addition to always remind the younger generation to keep the unity so that the nation is not divided. This phrase includes the words that inspire you to empathize or have compassion towards the idea / topic.

Logos is a Greek word meaning 'a word' or 'reason'. In rhetoric, it is an appeal to logic and reason. It is used to persuade an audience by logical thought, fact and rationality. Logos can be a useful tool of persuasion because if you can 'prove' an argument through logical and sound reasoning, your audience is more likely to be persuaded. If you can present a logical, rational argument to your audience, which engages their intellect and sense of reason, they are more likely to be persuaded. Logos is a Greek word meaning 'a word' or 'reason'. In rhetoric, it is an appeal to logic and reason. It is used to persuade an audience by logical thought, fact and rationality. Logos can be a useful tool of persuasion because if you can 'prove' an argument through logical and sound reasoning, your audience is more likely to be persuaded. If you can present a logical, rational argument to your audience, which engages their intellect and sense of reason, they are more likely to be persuaded. Logos in George W. Bush we know that in his material conveyed logical examples, reasonable and easily accepted by the listener because the language used is simple so that the material will be simple weight and easy to understand. In The researcher finds the statement "I hope you remember what I remember, and that is 30,000 people were saved in the immediate aftermath of the storm by U.S. military personnel, by Louisiana law enforcement, and by citizens who volunteered." in George W. Bush Address on the 10-Year Anniversary of Hurricane Katrina. George W. Bush said that 30,000 people were rescued immediately following a storm by U.S. military personnel, by Louisiana law enforcement, and by citizens who volunteered. These are valuable because they are not debatable; they represent the truth. These include events or circumstances that you can relate to their life. Because most of the audience is victims of hurricane Katrina.

CONCLUSION

In this thesis researchers found three kinds of rhetoric these are logos ethos and pathos. Aristotle, the ancient Greek philosopher, suggested that any spoken or written communication intended to persuade contains three key rhetorical techniques those are ethos is the character, credibility and trustworthiness of the communicator and it can also be thought of as the text of the argument, as well as how well a writer has argued his/her point, while pathos is the emotional dimension or appeals to the emotions and the sympathetic imagination, as well as to beliefs and values and logos appeals to reason and it can also be thought of as the role of the audience in the argument. Those three persuasion techniques appeal on three addresses of The addresses are The 10-Year Anniversary of Hurricane Katrina address, Dallas Police Memorial address, and the Dedication of the National Museum of African-American History & Culture address.

In analyzing the three addresses of George W. Bush in particular there is a rhetoric he used in his speeches. The researcher found the characteristic that is used in Ethos consists of quotations or citations from the other person, credibility, credible source of expert support and relevant information. While in pathos Pathos consists of powerful words, phrases, or images that stir up emotion, personal connection. spirituality or religious traditions, stories or testimonials, visual images or words that inspire to empathize or have compassion towards the idea/topic, and imagery and figurative language that provokes an emotional response. And in logos consists of facts- these are valuable because not debatable, facts, specific examples (historical and personal) from the past, deductive/inductive reasoning. Based on the above, the researcher can conclude that pathos is the most dominant rhetoric in addresses of George W. Bush.

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