

CHAPTER I

INTRODUCTION

This chapter consists of five sub-chapters that are background of research, statement of problem, research objective, research significance, and definition of key terms.

1.1 Background of Research

Words are the medium of speaking that are strongly powerful as they are able to influence people. People are able to inspire, inform, persuade, or entertain other people through their speeches. For more effect, when people speak, people might do such things from voicing a consonant, to building a relative clause, to insulting a guest, or even for worse it might be the way to starting a war (Sadock, 2006, p. 53). People sometimes did not realize that they were influenced by other people's words. That happens in the most of time, but it does not happen in daily life through daily conversation only. In a bigger place where people speak in public, it happens as well and it exactly gives a bigger power to influence the audience.

The bigger power comes from the preparation of the public speaking itself. However, influencing people through daily conversation is quite different from influencing people through public speaking, such as doing a speech. The speakers must prepare for the mental and material. It includes the content of the speech which must be considered to maintain the excitement of the audiences, the way to deliver it which must be arranged well to make it appropriate, and the confidence in doing it as well to convince the audience about the matter of the content. The preparation is needed to make the influencing speech becomes a great speech. The great

influential speech is expected to change the audience. It is expected to change or reinforce the audiences' to be better in every aspect of life such as attitudes, beliefs, values, or even behaviors (Beebe & Beebe, 2015, p. 310). It is not easy to change society or even one person, but words through the utterances have the power against it.

Most people believe big people have the ability to make a big power of persuasion grows so much bigger. However, in fact, big people do not guarantee that the speech will be as great as them. Everyone knows Donald Trump, the 45th President of the United States, the ruler of America for four years but he always makes controversial speech. His speech is always considered as a lighter to more serious crimes because he often crosses boundaries which resulting a horrible impact to his country. He became a cause of the bad impact on his country and that was because his words. On the 21st of July 2015, Trump showed in Sun City Address speech but there he was like unconsciously delivering a speech. He stated an inconsequential speech which left the audience a confusion. He stated the things that cross his mind without any relation from one to another sentence. There were no coherent and cohesive in his speech. This shows that the content or main point of his speech is not well arranged. Not only the main point part, he also drew a bad conclusion, as Meddings (2017) claimed, Trump's conclusion is missing the mark. That was totally a confusing speech.

A different story comes from Ronal Reagan as he delivered Iran-Contra Speech. His speech was not well prepared and rather than to persuade the public, his speech released the real truth which should be hidden came out to the public.

He talked about something that he did not really know which generate an inaccurate information. In doing a speech, it is a big mistake. It shows that the speaker is not credible. Rather to influence, that kind of speech just makes the audiences place a low trust to the speaker whom they thought as the big people. Following the classical rhetoric concept in public speaking, the mentioned cases above had shown that the speakers did not know how to arrange the speech well, they are lack of understanding the material content of the speech and lack of understanding the audience as well. It showed that the speakers had a low credibility. The low credibility of the speaker produces a low trust from the audience. The audience will not save their time to listen to a kind of speech that comes from a speaker like that.

Thus, in delivering a speech, the speakers must be concerned on every point which supports the speech as in the concept of rhetoric. Through the supportive points, the speakers must be able to influence the audience in good ways such as giving them values to convince them and make them feel encouraged about what the speakers said. To produce that kind of speech, absolutely the speakers need some strategies to make the speech able to be conveyed well to the audience. The speakers have to concern about the preparation and its practice. It starts from choosing the topic which relates to the audience, arranging the content of the speech well, until delivering it as well as can be through influential utterances which might change or force audience to be better. Strategies are strongly needed in order to get audience's attention, so the speech might be delivered well as the speakers' wish. Some mentioned strategies are something that are able to be seen in the utterances. Looking to that, the researcher decided to analyze how speech should be well-

conveyed with the good strategies of public speaking which shows in the speakers' speech act and the arrangement of speech of classical rhetoric in order to make a great and influential speech.

In order to analyze the representative act and its relation with classical rhetoric concept in the speech, the researcher took Steve Jobs' speech at the Stanford Commencement Address on 2005 as the object of the research. There are several reasons which influenced the researcher to take Jobs' speech as the object of this research. Firstly, this speech was given by Steve Jobs, the public figure who has not a role in education field, he is known as a business man. He did not even finish his study at his college, but his speech shows a good point and strategies through his speech acts to the audience. Secondly, Jobs' speech is considered as the influential speech, there were some commentators on his speech video who told that Jobs' speech has changed their lives. They were motivated, inspired, and forced to be better by Jobs' speech. Jobs' utterances had made the audience changed their mind set, thus they were able to change their lives and made their own success. Thirdly, Jobs' speech is different from other common commencement speech. Mostly, the commencement speeches are opened and concluded by directive act, expressive act, or even commissive act that the speakers are asking the audience, praising them, addressing them, or even promising and predicting them about their future. However, in his speech, Jobs opened and concluded the speech by representative act which is different from other speakers. This different pattern resulting a different outcome. Even it is different from others and considered as a monotonous one because mostly it is consisted of representative act, however his

differences had made his speech influential and even more influential than other common pattern of commencement speeches. The monotonous of the use of representative act that relates to the classical rhetoric has turned the speech to be the speech that inspires a lot of people and even the conclusion of his speech became an unforgettable conclusion for the audiences. Even, his speech video which officially uploaded by Stanford University reaches thirty-nine million viewers with thirty-nine thousand likes and twenty-three thousand comments which most of the commentators said that his speech is so great and inspiring. Therefore, it was interesting to analyze the object which showed a different thing but generated a great influential speech through the speech acts in this research. To analyze the research, the researcher used speech act theory by J. R. Searle and classical rhetoric theory by Aristotle. Searle classifies speech act into five categories that are representative, directive, commissive, expressive, and declaration. Meanwhile, Aristotle divides classical rhetoric into five points that are invention, arrangement, style, memory, and delivery. However, this research focused on representative act and the point of arrangement of classical rhetoric. Representative act, according to Searle, is divided into four categories that are 'statement', 'description', 'assertion', and 'explanation', meanwhile the point of arrangement of classical rhetoric, Aristotle divides it into six elements that are 'introduction', 'statement of fact', 'division', 'proof', 'refutation', and 'conclusion'.

In doing this research, the researcher needs some previous studies as consideration theory. The previous study that can be used as a consideration theory is first taken from Choerunnisa Rumaria (2015) which titled *An Analysis of Speech*

Acts in The Dead Poets Society. This study used qualitative method and the data are collected from utterances that spoken by Mr. Keating in the *Dead Poet Society*. The focus of this study is upon the main character of the film that is Mr. Keating. It is about how his figure in the film that shows as a good teacher figure which reflected from the speech act. The study analyzed the types of speech act and Mr. Keating's manner as a good teacher when teaching as reflected in the speech act. The result of this study shows that the speech acts of Mr. Keating's utterances reflected him as a good teacher figure. There is a lot of his utterances which appropriate with the point of good teacher as the study explained before. Then, this study focuses on speech acts and good teacher theory (Rumaria, 2015, p. 40).

The second is taken from Yoddi Satriyo Nugroho (2013) which titled *A Speech Act Analysis on Code-Switching Practiced by English Teacher of MTs Negeri 1 Yogyakarta*. This study used descriptive qualitative approach which the result is descriptive data. The data are taken from conversations recording and conversation transcript between the English teacher and the student which contained code-switching utterances in the classroom. The focus of this study are the types of illocutionary which spoken by English teachers of MTs Negeri 1 Yogyakarta and how the speech acts which performed on the teacher's utterances effects the hearer's behavior. The result of this study shows that all the types of speech acts are performed in English teacher's utterances and gave the hearer effects such as to convince the hearer, to surprise the hearer, to alarm the hearer, to enlighten the hearer, to make the hearer do something, and to make the hearer realize something. The highest use was the speech act to make the hearer to do

something. Then, this study focuses on speech acts theory which includes locutionary, illocutionary, and perlocutionary acts (Nugroho, 2013, p. 31-32).

The third is taken from Tika Destiratri Setiawan (2015) which titled *A Pragmatic Analysis of Emma Watson's HEFORSHE*. This study used descriptive qualitative method to gain a deep analysis of the data. The data are taken from the transcript of Watson's utterances in *HEFORSHE* speech. The focus of this study are the kinds of speech act and the kinds of the arrangement of classical rhetoric speech which performed in Emma Watson's speech *HeForShe*. The result of this study shows that all the types of speech acts were performed in Emma Watson's speech *HeForShe*. From the illocutionary act, that was representative act which most frequently used by Emma. And all types of arrangement were also seen in the speech except the division, it is because Emma wanted to be straightforward and simple in addressing the issue. Then, this study focuses on pragmatics theory which in detail about speech acts and arrangements of classical rhetoric to analyze the focus study (Setiawan, 2015, p. 6-7).

The fourth is taken from Saepul Anwar (2016) which titled *Penerapan Retorika dalam Dakwah K. H. Yahya Zainul Ma'arif di Ponpes Al-Bahjah Cirebon*. This study used descriptive qualitative method which resulting descriptive data. The data are taken from observation, interview, and documentation in order to complete the research. The focus of this study are the applied rhetoric and the rhetoric concept in K. H. Yahya Zainul Ma'arif's da'wah. The result of this study shows that most of the rhetoric concept were applied in his da'wah. K. H. Yahya Zainul Ma'arif had shown the five points of the rhetoric concept which consist of

inventio, dispositio, elocutio, memoria, and pronuntiatio. Then, this study focuses on the rhetorical theory by Aristotle (Anwar, 2016).

The fifth is taken from Zulvy Alivia Hanim (2016) which titled *Rhetorical Devices on Glenn Beck's Speech in Conservative Political Action Conference (CPAC) 2016*. This study used descriptive qualitative method to describe the rhetorical devices existence in Glenn's speech. The data are taken from Glenn's potential utterances which the rhetorical devices can be identified in his political speech and also from the video which show the body movement, the expression, and also the intonation. The focus of this study are the kinds of rhetorical devices and the microstructures of rhetorical devices which used and applied in Glenn Beck's Speech in Conservative Political Action Conference (CPAC) 2016. The result of this study shows that all of the five rhetorical devices which consist of metaphor, euphemism, the rule of three, parallelism, and pronoun are applied in the speech and the microstructures of Critical Discourse Analysis are also seen in the speech by seeing the effect of the audience response. Then, this study focuses on the rhetorical devices and critical discourse analysis to analyze the object of the study (Hanim, 2016, p. 6 & 56).

The sixth is taken from Yusri Ika Widyawardani (2016) which titled *Rhetorical Analysis of Donald Trump's Presidential Candidacy Announcement Speech*. This study used qualitative method to gather the data which was collected from the video and the transcript of Trump's speech. The focus of this study are the rhetorical proofs and the speech delivery used by the speaker to create effective speech that observed in Donald Trump's Presidential Candidacy Announcement

Speech. The result of this study shows that Donald Trump used all the rhetorical proof which consists of *logos*, *ethos*, and *pathos* and he also used some strategies to make the effective speech. Then, the study focuses on rhetorical proof of Aristotle's theory and also the theory of speech delivery by Nikitina (Widyawardani, 2016, p. 62).

The previous studies had shown the different focus analysis of themselves. Each of the previous studies mostly only focus on one, either it is a speech act analysis or the rhetoric analysis. However, this research has a different focus. This research focused on the speech of Steve Jobs in Stanford Commencement Address (2005), this research also focused on one of the five types of illocutionary acts that is representative acts and the classical rhetoric theory which focused on the elements of arrangement. The theories which are used in this research are the speech act theory by J. R. Searle and the classical rhetoric by Aristotle. According to Searle (1979), the illocutionary acts have five kind of types that are 'declaration', 'representative', 'directive', 'commissive', and 'expressive'. The main focus of this research is on the representative act which consists of four type of acts that are 'statement', 'description', 'assertion', and 'explanation'. Meanwhile, the classical rhetoric theory by Aristotle is known as 'The Five Canons of Rhetoric' which consists of five main points that are invention (*inventio*), arrangement (*dispositio*), style (*elocutio*), memory (*memoria*), and delivery (*pronuntiatio*). However, in this research the researcher focused on the second point that is the arrangement which Aristotle (2004, p. 383) divides into six points that are introduction (*exordium*), statement of facts (*narratio*), division (*partitio*), proof (*confirmatio*), refutation

(*refutation*), and conclusion (*peroration*), that are included about how to make the speech becomes a great speech, influential, ethical, and effective through those points. In short, this research focused and analyzed the types of representative act and how it relates to the classical rhetoric concept through the speech acts which performed in Steve Jobs' utterances.

1.2 Statement of Problem

There are some problems in the object which is taken by the researcher in this research. The speaker, Steve Jobs is not someone who has a role in education and he even did not complete his study in his college but he spoke about related matter to motivate graduates so well through his utterances which show a good speech act. His speech mostly showed representative acts which is considered as monotonous but by that he successfully built a good influential speech that inspired and motivated the audience well.

Based on the problems above, the researcher tried to analyze by two formulations, that are:

1. What kind of representative acts can be observed in Steve Jobs' speech at Stanford Commencement Address 2005?
2. How representative acts relate to classical rhetoric in Steve Jobs' speech at Stanford Commencement Address 2005?

1.3 Research Objective

Based on the formulations, the objectives of this research are:

1. To identify and analyze the kind of representative act observed in Steve Jobs' speech at Stanford Commencement Address 2005
2. To identify and analyze the representative acts that relate to classical rhetoric in Steve Jobs' speech at Stanford Commencement Address 2005

1.4 Research Significance

There are some significances of this research. Theoretically, the researcher expects that this research can be useful to enlarge and enrich the study in linguistics field, especially pragmatics in speech act analysis specifically about representative act.

Practically, this research is expected to be useful for:

1. English Lecturers

This research is expected can be used as a source of pragmatic teaching materials for English lecturers, especially about representative act which is a part of speech act theory.

2. English Students

This research is expected to facilitate them to get better understanding about pragmatics, especially speech act in dealing with the way a speech is good and influential.

3. Public Readers

This research is expected can be a reference and useful for everyone to conduct a great influential speech so that they will manage to perform great and influential in doing public speaking.

4. Other Researchers

For the researchers who are interested in conducting the research in the same field of study, this research is expected to provide some additional references and evidences to their research.

1.5 Definition of Key Terms

There are some key terms which used in this research. To clarify the key terms, some definitions are composed to give a general view to the readers. The lists below are the definition of the key terms:

1. Speech

Speech is a form of oral communication which usually delivered in particular occasion to a large audience. Mufanti et al. (2017, p. 1) states that this kind of public speaking is combined by the skill of speaking and the art of speaking.

2. Commencement Address

Commencement address is a kind of speech. It is defined as a speech which usually spoken at university graduation to celebrate the graduating students. Schmidt (2009, p. 33) states that commencement address has a purpose to inspire the audience.

3. Pragmatics

Pragmatics is one of linguistic branch. Pragmatics is a study about the use of language in communication which in pragmatics, the meaning of language is defined relative to the speaker (Leech, 1983, p. 6).

4. Speech Acts

Speech act is the meaning of utterance. This branch of pragmatics study, Searle (1969, p. 16) calls it as the smallest unit of linguistic communication which includes linguistic acts. Speech act is defined as the act which performed in the utterance of a sentence (Searle, 1969, p. 18).

5. Illocutionary Act

Illocutionary act is the act of doing something in uttering something. Searle (1979, p. 2) states that illocutionary act is the attempt to make the hearer to do something. According to Searle (1979, p. 12-17), illocutionary act is divided into five classes that are representative, directive, commissive, expressive, and declaration.

6. Representative Act

Representative act, according to Searle (1979, p. 12), is defined as the class of the speech act which has the objective to make the speaker commit that something is true. Its goal is to commit that the communicated message by the speaker is true in various degree (Searle, 1979, p. 12). In simple, Searle (1979, p. viii) states that by using representative act, the speaker tells the hearer how things are. Representative act, according to Searle, is divided into four that are statement, description, assertion, and explanation.

7. Rhetoric

Rhetoric is the design of speech to gain the audience's attention in order to persuade them. Aristotle (1964, p. 7) defines rhetoric as the ability of human to observe the various techniques of persuasion in any particular situation.