

**AN ANALYSIS OF RHETORICAL STRUCTURE OF PERSUASIVE TEXTS
FOUND IN INTERNET ENGLISH ADVERTISEMENTS**

THESIS

*Submitted as a partial fulfillment of requirements to obtain the Strata One degree
(S1) in the English Department of FBS UNP*



By:

Yayang Annisa

87171/2007

Advisors:

Dr. Hamzah M.A, M.M

Rima Andriani Sari, S.Pd. M.Hum

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
STATE UNIVERSITY OF PADANG**

2011

HALAMAN PENGESAHAN LULUS UJIAN SKRIPSI

Dinyatakan Lulus Setelah Dipertahankan di Depan Tim Penguji Skripsi
Jurusan Bahasa dan Sastra Inggris
Fakultas Bahasa dan Seni
Universitas Negeri Padang

AN ANALYSIS OF RHETORICAL STRUCTURE OF PERSUASIVE TEXTS
FOUND IN INTERNET ENGLISH ADVERTISEMENTS

Nama	: Yayang Annisa
NIM / BP	: 87171/2007
Program Studi	: S1
Jurusan	: Bahasa dan Sastra Inggris
Fakultas	: Bahasa dan Seni

Padang, Oktober 2011

Tim Penguji

Nama

TandaTangan

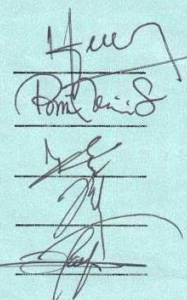
Ketua : Dr. Hamzah M.A, M.M.

Sekretaris : Rima Andriani Sari, S.Pd, M.Hum.

Anggota : 1. Prof. Dr. Jufrizal, M.Hum.

: 2. Rusdi Noor Rosa S.S, M.Hum.

: 3. Havid Ardi, S.Pd, M .Hum.

The block contains three handwritten signatures, each written over a horizontal line. The first signature is at the top, the second in the middle, and the third at the bottom. The signatures are in dark ink and appear to be cursive or stylized.

HALAMAN PERSETUJUAN SKRIPSI

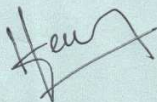
AN ANALYSIS OF RHETORICAL STRUCTURE OF PERSUASIVE TEXTS
FOUND IN INTERNET ENGLISH ADVERTISEMENTS

Nama : Yayang Annisa
NIM/BP : 87171/2007
Program Studi : S1
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Oktober 2011

Disetujui oleh:

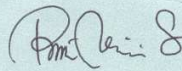
Pembimbing I,



Dr. Hamzah M.A, M.M

NIP. 19611221 199003 1 001

Pembimbing II,

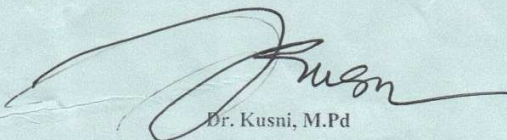


Rima Andriani Sari, S.Pd, M.Hum

NIP. 19760529 200501 2 003

Diketahui oleh:

Ketua Jurusan,



Dr. Kusni, M.Pd

NIP. 19620909 193803 1 004

ABSTRAK

Annisa, Yayang. 2011.” *An Analysis of Rhetorical Structure of Persuasive Text Found in Internet English Advertisements*”. Skripsi. Fakultas Bahasa dan Seni, Universitas Negeri Padang.

Penelitian ini menganalisa tentang struktur teks dalam iklan berbahasa Inggris di internet. Dalam menganalisa teks tersebut sangat penting memperhatikan struktur untuk menghasilkan teks yang baik bagi penulis dan pembaca. Strategi untuk menganalisa struktur teks yang di gunakan dalam penelitian ini adalah *rhetorical structure theory* yang di dasarkan kepada teori Mann dan Thompson (1987). Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui relasi-relasi dari iklan di internet dan fungsi-fungsinya didalam iklan tersebut. Untuk menemukan hasil-hasil penelitian ini, iklan-iklan tersebut dianalisa dengan menggunakan theory Mann dan Thompson dan kemudian dikelompokkan berdasarkan relasi-relasi.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan objek penelitian adalah teks dalam iklan bahasa Inggris di internet. Lebih spesifiknya, penelitian ini difokuskan pada relasi-relasi dan fungsi masing-masing relasi yang ditemukan dalam 50 iklan internet yang diambil secara acak kurang lebih selama 3 bulan, July – September 2011. Dari hasil penelitian, peneliti menemukan bahwa iklan berbahasa Inggris di internet menggunakan strategi *elaboration* 46%, *summary* 20%, *background* 10%, *evidence* 8%, *solutionhood* 6%, *preparation* 4%, *interpretation* 4%, *justify* 2%.

Hasil penelitian menunjukkan bahwa iklan bahasa Inggris di internet cenderung menggunakan *elaboration* sebagai strategi untuk membujuk pembeli tertarik pada produknya. Karena *elaboration* adalah relasi yang menggunakan banyak *satellite* atau informasi lengkap untuk mendukung *nucleus* agar pembaca lebih percaya dan yakin pada produk yang ditawarkan.

ACKNOWLEDGEMENTS

In the name of Allah SWT, the most gracious and the merciful, all praises are due to Allah SWT who has given the strong, ability, blessing, good health and the inspiration upon to accomplish her thesis entitled “*An Analysis of Rhetorical Structure of Persuasive Text found in Internet English Advertisements*”. Then, shalawat and salam are expressed to the last prophet Muhammad SAW, who brought the beautiful patterns for all people around the world.

I would like to express my deep thankfulness to Dr. Hamzah M.A, M.M as the first advisor and Rima Andriani Sari S.Pd, M.hum. as the second advisor who had sincerely provided time to give corrections in my thesis, shared their knowledge and given their suggestions to me during writing this thesis. Gratitude is also expressed to Prof. Dr. Jufrizal, M.Hum, Rusdi Noor Rosa, S.S, M.Hum and Havid Ardi, S.Pd. M.Hum for giving corrections and suggestions in the examination.

Finally, special gratitude is also addressed to my parents, Ambiar Amir and Riyat Harun for their great love, support, and prayer. Then, I thank my beloved sisters and brother. In addition, I also thank my beloved friends, for the spirit in supporting me.

Padang, October 2011

Yayang Annisa

TABLE OF CONTENTS

ABSTRAK	i
ACKNOWLEDGEMENTS.....	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLES	v
LIST OF APPENDICES	vi
CHAPTER 1: INTRODUCTION.....	1
1.1 Background of the Problem.....	1
1.2 Identification of the Problem.....	5
1.3 Limitation of the Problem	6
1.4 Formulation of the Problem.....	6
1.5 Research Questions	6
1.6 The Purposes of the Research.....	6
1.7 Significance of the Research	7
1.8 Definition of Key Terms	7
CHAPTER 2: REVIEW OF RELATED LITERATURE.....	9
2.1 Discourse Analysis	9
2.2 Advertisement.....	11
2.2.1 Advertising Text.....	14
2.3 Rhetoric	17
2.4 Rhetorical Structure Theory	20
2.5 Previous Studies	27
2.6 Conceptual Framework	29
CHAPTER 3: RESEARCH METHOD	31
3.1 Type of the research	32
3.2 Data and Source of Data.....	32
3.3 Instrument of the Research.....	32
3.4 Techniques of Data Collection	32
3.5 Techniques of Data Analysis.....	33
CHAPTER 4: FINDINGS AND DISCUSSIONS	34
4.1 Data Description and Analysis	34
4.2 Findings	93
4.3 Discussions	95

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS	102
5.1 Conclusions	102
5.2 Suggestions.....	103
BIBLIOGRAPHY	105
APPENDICES	107

LIST OF TABLE

TABLE 1: Rhetorical relations and functions of RST which found in internet English advertisements	95
TABLE 2: Differences and similarities between this research and previous research	99
TABLE 3: Rhetorical relations and its function found in internet English advertisements	107
TABLE 4: Analysis of presentational relation of persuasive texts in internet English advertisements	111
TABLE 5: Analysis of subject matter relation of persuasive texts in internet English advertisements	115

LIST OF APPENDICES

APPENDIX 1: Rhetorical relations and its function found in internet

English advertisements 107

APPENDIX 2: Analysis of presentational relation of persuasive texts in internet

English advertisements 111

APPENDIX 3: Analysis of subject matter relation of persuasive texts in internet

English advertisements 115

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Language is a way to communicate ideas comprehensively from one person to another. Commonly, it is used in direct communication yet nowadays the application of language becomes various, for example the use of language in magazine, newspaper, radio, television, and deliver internet. In the internet, the language can be used to get knowledge and deliver informations. Besides, it is used to promote products and it is called advertisement.

The advertisement is a medium which becomes populer at present time. It is used by advertiser to promote and show their own products, brands, and services. Moreover, one of the most important purpose is persuading the reader to buy the products. Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising seeks to disseminate information in order to affect a buyer-seller transaction. Advertisements consist of online and printed media. Based on Hui and Wan (2007), advertisements on internet and traditional media are not similar, since the internet has the capacity to extend the function of advertising far beyond that which traditional media are able to accomplish. Consumers do not only obtain the information about the products or services by clicking within the internet advertisements but they can also place an order, and download some products such as e-book to computer. In contrast, these

kinds of facilities like communication, transaction, and distribution are not available in traditional advertising media.

The advertisers need to consider how to reduce the use of space and time in making persuasive texts in advertisements. Then, they have to pay attention to the choice of words and languages used in the internet advertising. Persuasive texts are commonly found in advertisements.

As usual, text of advertisement has been analyzed based on the language used in the advertisement. It is focused on which language will dominant in the advertisement. Besides, advertisement text has already analyzed based on the illocutionary act that occurs in the text. Advertisement text also has been studied based on implicature of the utterance in advertisement. Therefore, it is clear that advertisement text is analyzed by focusing some part of the advertisement, especially the utterances of the advertisement.

On the other hand, analyzing the whole advertisement text is rare to be found. That is why rhetorical structure theory occurs to show that advertisement text is needed to be analyzed more careful. As known, the attention of the advertisement does not only can be caught based on some part of the advertisement but it should be focused on the whole of text. Additionally, RST has two spans, nucleus and satellite that make analyzing clearer. The existence of nucleus and satellite make researcher more careful in analyzing the text of advertisement.

Talking about RST means talking about rhetoric first. Aristotle (384-322 B.C) defines rhetoric is ability, in each particular case, to see the available means of persuasion. There are three main forms of rhetoric in persuasive appeals: Ethos, Logos, and Pathos. First, Ethos is Rhetoric's persuasive appeal of one's character. Second, Logos is Rhetoric's persuasive appeal to reason. Last, Pathos is Rhetoric's persuasive appeal to emotion.

Rhetorical structure theory (RST) is one part of discourse in order to analyze persuasive texts that have persuasive in advertisements. Mann (1987) also states that RST is a designed analysis of texts. There is graphical convention for expressing the structures of texts, but the particular claims made by the analysis can be made explicit based on the definition of the relations and other structures of RST. It means that RST can be used to analyze text structure in advertisements.

There are some reasons why this topic is important to be researched. First, the texts in advertisements use English. English advertising, whose unique characteristics, simple language and important attraction makes it different from other kinds of languages. In order to send information, English advertisement must be vivid, usual, emotional, and attractive. Second, almost advertisers think that the action is already understood by readers, but they get difficulties in catching what advertisement meant. Third, the medium is the internet. Today, internet has become the most popular media among society. Thus, many people recognize the advertisements 24 hours. In addition, researcher uses Rhetorical structure theory

(RST) to analyze the advertisement text in order to help the reader understand the goal of the advertisements. Below is an example of advertisement found in the internet:



Related to rhetorical structure, the analysis of the advertisement is focused on nucleus and satellite. Nucleus of this advertisement is the courier, media kit. The sentence is so simple because it is the core part of the advertisement. However, satellites consist of many sentences that will support nucleus. Thus, it will make the reader easy to understand what the speaker meant.

Based on the explanation above, the rhetorical relation of advertisement is elaboration because it has some additional information in satellite to support nucleus.

Then, the chronological of elaboration is nucleus as first sentence and the other sentence is satellite. Therefore, the function of elaboration is reader's knowledge or comprehension will increase in advertisements.

Based on the phenomenon above, texts of advertisement are difficult to understand by the readers if they only read the first sentence. Then, the researcher use RST to identify a whole text in advertisements based on rhetorical relation. Each relation of rhetorical relation also has different functions. Thus, this research tries to find out the relations and functions of the rhetorical relation that are found in the internet English advertisements.

1.2 Identification of the Problem

The advertisement can be studied in linguistics fields, such as pragmatics, sociolinguistics, and discourse analysis. By using pragmatics approach, the analysis of the advertisement text can be studied through analyzing the meaning based on context. Many readers do not understand about the advertiser's intention. So, the meaning of the analysis based on context.

Besides, the advertisements can also be analyzed from sociolinguistics field. In this field, advertisement concerns to social factor, like social status, social culture, and social position that emphasize consumers in understanding meaning of advertisements.

While, in discourse analysis, the text of advertisements can be analyzed by Rhetorical Structure Theory. Mann's and Thompson's theory (1987), RST has

relation names of patterns to analyze the texts in advertisements. The relation consists of two types. First, relation of presentational like antithesis, background, concession, enablement, evidence, justify, motivation, preparation, restatement, and summary. Second, relation of subject matter like circumstance, condition, elaboration, evaluation, interpretation, means, otherwise, purpose, solutionhood, unconditional. Thus, this research focused on discourse analysis in order to help the reader's understand in meaning of persuasive texts in advertisements, especially in internet English advertisements.

1.3 Limitation of the Problem

This research is limited to analyze of rhetorical relations in persuasive texts of English advertisements found in internet advertisement. The action is related with English texts of internet advertisements. The researcher uses rhetorical structure to identify the phenomena in this research.

1.4 Formulation of the Problem

The formulation of the problem in this research is stated as follows:

“What are the rhetorical relations of RST applied in Persuasive Text of English Advertisements found in Internet?”

1.5 Research Questions

Based on formulation above this study tries to answer these following questions:

1. What are the rhetorical relations and its functions of RST in persuasive text found in internet English advertisements?
2. Why does the certain relation mostly occur in persuasive text found in internet English advertisements?

1.6 Purposes of the Research

The purposes of the research are:

1. To identify the rhetorical relations and its functions of RST in persuasive text found in internet English advertisements.
2. To explain the certain relation mostly occurs in persuasive text found in internet English advertisements.

1.7 Significance of the Research

This research is useful in giving description about the relations of rhetorical structure theory which affects the persuasive texts of English advertisement. It is expected that the research can improve the readers understanding about text of advertisement. The result of study may provide insight and ideas of rhetorical structure theory (RST) in persuasive texts of the English advertisement of internet. The research is also expected can be useful as references for the next research, especially for English department students that are interested in discourse.

1.8 Definition of Key Term

Rhetorical Structure	: The structure of text formed by the use of nucleus and satellite found in internet English advertisements.
Rhetorical Structure Theory (RST)	: A descriptive theory about the structure of language uses, especially the discourse structure of persuasive texts in English Advertisements.
Persuasive text	: A text which aims at persuading the reader to buy products in advertisements.
English Advertisement	: An advertisement which uses English in order to promote the products or services.
Internet English advertisement	: An advertisement by using English that is published through internet.

CHAPTER 2

REVIEW OF RELATED LITERATURE

This chapter discusses the related theories as the theoretical bases of this research and it consists of two main parts, which are review of related literatures and review of related findings. First, review of related literature includes the related fundamental theories that underlie this research. Second, related findings are the comparison study with previous study as the supporting theories and references in this research.

2.1 Discourse Analysis

Stubbs (1983:1) defines discourse analysis as concerned with language use beyond boundaries of a sentence or utterances, concerned with the interrelationships between language and society, and concerned with the interactive or dialogic properties of everyday communication. Thus, discourse is a unit of language larger than the sentence and language in use.

Brown and Yule (1983:15) state that as a language, discourse may be described in a text. Text is anything written or spoken which tells about something meaningful and its sentences should be coherent (have relation to one another). Discourse is not dominated by language alone. The argument of the discourse analysis is not that words determine reality. However, it recognizes that the practices which constitute everyday lives are produced and reproduced as an integral part of the

production of signs and signifying system (Henriques et al., 1984:99). In discourse, actually there are many aspects that involved such as contextual meaning, choice of words and themes. Discourse is made up of sentences and people tend to understand discourse through different level of sentences and forms.

According to Schiffrin (1994), discourse includes both written and spoken modes of language and that it can be dialogic or monologic in nature. Therefore, discourse can be broken down into the two general modes: spoken discourse and written discourse. It is clear that the focus of discourse analysis is any form of written or spoken language, such as a conversation or a newspaper article. The main topic of interest is the underlying social structures, which may be assumed or played out within the conversation or text. It concerns the sorts of tools and strategies people use when engaged in communication, such as slowing one's speech for emphasis, use of metaphors, and choice of particular words to display affect, and so on.

In addition, Renkema (2004) states that there are three modes of discourse. The first is narrative discourse. It is focused on fairy tales. Speakers or writers wish to express what is going on in their minds. The second type is informative discourse, which mainly referred to as expository or explanatory discourse. It concerns on discourse that is meant to inform the addressee is how to determine whether or not a discourse is comprehensible to a specific target. The last is argumentative and persuasive discourse. They focused on listeners or readers must be convinced something. They are divided into three forms. They are discussions, advertisements, information pamphlets. The function of these forms of discourse is persuasion of the

audience in thinking, feeling, and acting. Related to statement above, advertisement is one forms of persuasive discourse. It is same with purpose of advertisement to persuade readers to buy the products.

In conclusion, discourse analysis is one of branch in linguistics study that studies about language, text, and context. Discourse usually defines language beyond the sentence and the analysis of discourse typically is concerned with study of language in text and context. There are three modes of discourse. They are narrative, informative, and argumentative.

2.2 Advertisements

There are some definitions about advertisement. According to Gamble (1983: 315), advertisement should have at least five criteria. First, advertisement is usually paid for. It means that the sponsor of the advertisement should pay the media in which the advertisement is shown. Second, the advertisement is non personal, the offer of the advertisement is not made in person in the presence of the seller. Third, the advertisement is not face to face communication. Although the reader may feel the message is aimed directly, in reality it is directed all large groups of people. Then, advertisement is persuasive communication, direct or indirectly urges people to do something. Finally, advertisement has its own sponsor. From the theory, the aim of advertisement is to persuade the reader to buy products or to use the services that being advertised. The advertisement itself should be presented as interesting as possible. One of the ways to make the advertisement interesting is by choosing and

use the persuasive language.

Granat (2003:3) defines the main function of advertisement is to raise the purpose communication and to get the image of the product itself. But, the advertisement is commonly to inform the message as soon as possible. Granat emphasizes that the focus of the advertisement is on the content of the message itself. To check out the content of the message of the advertisement is an important factor to give the impact of the advertiser to the people around him. The message has influence, not only toward the advertiser but also to the people whom you want to communicate about the product, ideas, or your company business. Directly and simple message which had “a strong phrases” will give positive impact to the consumer. The simple words are able to communicate emotion, thought, and image toward the reader. By using the simple words, the advertiser can express even the big things. But it is also comprehensive, easy to remember and interesting.

According to Bolen (1981:6), advertisement is any control form of non verbal presentation and promotion or ideas, good of services by an identified sponsor that is used to inform and persuade the selected market. American Marketing Association in Biagi (1988) supports the advertising is any paid of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. The advertisement has to consider that the target market like the product is for females, the advertiser should make that can be interested by them, so they attract to buy the product.

The advertisement should be able to draw attention, arouse impressive response, and get reaction from the customers (Winardi, 1991:91-92). It means the

advertisement must be interesting and give good image to the reader's mind. Then, the readers also give positive reaction about the product or service. He also states there are three function of advertisements. First, advertising has informing nature about organizations, product, and services, about environment, the society, and the trends in society and more aspects of life. This deals with the cognitive context of the target audience in which they grasp the information and channelize it according to their own comprehensive and prediction. Second, advertising provides the incentive to viewer for them to engage in action. This deals with the emotional dimensions of the target audience, which concentrates on touching and persuading the consumer rather than informing and apprising them. Third function of advertisement is to provide constant reminders and reinforcements to generate the desired behavior the advertiser wants from them, this is particularly effective function in the long run as reminders and reinforcements register in the consumer's minds, becoming based on which they shape their future decisions.

Advertisement is a tool of promoting certain products or services to the consumer. Also Lowe (1981:12) says that advertisement is used to inform public and to attract public's attention to certain products or services. It is bringing a product or service to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc.

Advertisements are also found in internet. Internet is one of the popular

media. Many people recognize about it. They are able to browse something such as knowledge, education, and they can log in face book, twitter, and entertain site.

Also, Internet has become one of the most influential media of the modern times. Websites attract thousands of users everyday and expose them to the advertisements on the websites.

In conclusion, advertisement is bringing a product or a service to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. It is also typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc. also, internet advertisements can be possible that advertisements will be effective. This is a good way to promote and publish their products, services, and brands.

2.2.1 Advertising text

According to Dunn and Barban (1986), there are two elements of advertising text. First element is headlines. The headline is the first element in the advertisement which attracts the reader's attention. It is used to illustrate and summarize the advertising message. It is very important element in text advertisement because the function of advertisement is to catch the attention of potential consumers of product or services.

Second element is illustrations. Illustrations are important elements in advertisements. They require less processing effort from the reader in that they are

easy to look at to get message immediately. They usually show reward or solution presented by the product which attracts attention easily. He also states three ways in which illustrations can produce an effective advertisement: by attracting the attention of desired target, by communicating the relevant idea more effectively and more easily than doing verbally, by enticing the reader to read the headline and text, thus making the message convincing.

According to Dattamajumdar (2006), there are five characteristics of the advertising text:

1. Message Reduction

As the ultimate purpose of advertisement is to capture the reader's attention, messages regarding a product are often found to be shortened or reduced. Short phrases are also found to be used for the purpose which seems to be like a kind of slogan establishing relevance with the product or the brand. The physical properties of the organization of the text thus play the role of 'catch', thus capturing the reader's or listener's attention at once.

2. Discursive

Advertisements are often made in the form of a discourse where the desired response needs to be interpreted by the receiver. In such advertisements different socio-cultural / socio-political / socio-economic clues are found to be involved in the discursive text as a whole. Various stylistic devices like – ambiguity, personification,

interrogation, parallelism, disjunction, etc. are found to be employed in such discursive advertisements.

3. Prosodic

Advertisements are often organized by employing rhyming patterns, popular poem/song, repetition /reduplication, expressive, etc. This prosodic pattern helps the copywriter to penetrate the hearer's or reader's attention either by facilitating the path of 'known to unknown' (in case when popular song/tune/poem are employed) or by capturing the attention of the target consumer by repetitive structure and expressive. The social-psyche is found to be considered integral in such advertising texts.

4. Allusive

Allusive advertisement refers to the type of advertisement which involves an event, story, description or reference, involving a commonness of understanding with the audience by choosing a setting which may be considered a everyday livelihood of the target consumers.

5. Declarative

Statements that are declaring or asserting some idea, notion, truth regarding a product or brand is often found in advertising language. Some rhetorical expressions like metaphor, simile, personification, etc .are often found to be involved in such

advertising patterns. This specific pattern is widespread in organizing advertising text.

In conclusion, advertising text is a text that has meaning in order to persuade the consumer to connect with the products or services. The most function of advertising text is to make reader catch the action of the advertisement. There are five types of advertising text. They are message reduction, discursive, allusive, prosodic, and declarative. First, text in advertisement should be shortened like a phrase, the type is called message reduction. Second is discursive, usually text in advertisement is ambiguity in order to make reader anxious. Third, prosodic is a kind of advertising text that used by advertiser to make reader understand by repetition. Then, allusive used to describe the products or services in order to make reader interest. Last, a type of this text is declarative. Declarative consist of simile, metaphor and personification.

2.3 Rhetoric

According to Foss (1997), rhetoric means the use of symbols to influence thought and action. It can be said rhetoric is commonly defined as the art of using words to move an audience or a reader. It means rhetoric is art of persuasion. Rhetorical concerns with how the form lead the reader to certain response. Moreover, knowledge of rhetoric would prepare any speaker or writer to inform or persuade, entertain any audience or reader at any time on any occasion.

Aristotle in Arif (2000:14) states that there are four functions of rhetoric. First, to demand the audience in making a decision of facing any possibilities to solve

some cases. Second, to leads people in understanding the psychological condition of the audience. Third, the function of rhetoric is to leads people in order to analyze the case as systematic and objective to convince the audience persuasively. Fourth, to teach the effective ways in defend the argument. From the theory, there are some functions of rhetoric. In this research, the most function is to leads people analyzing the case as systematic and objective to convince the audience persuasively.

According to Aristotle in Connor (1996:64) rhetorical is the technical study of rhetoric is concerned with modes of discourse. Persuasive language is a great way to get someone on side, an uncomplicated way to exert influence and tip the balance in any argument. It is one of the best ways to put someone completely at ease. Usually, texts of persuasive often occur in advertisement texts. Advertising is fundamentally persuasion and the persuasion happens to be not a science, but an art. Aristotle in Connor (1996) described three main forms of rhetoric: Ethos, Logos, and Pathos.

First, Ethos (Credibility or ethical). Ethos is how the character and credibility of a speaker can influence an audience to consider him/her to be believable. This could be any position in which the speaker whether an acknowledged expert on the subject, or an acquaintance of a person who experienced the matter in question knows about the topic. For instance, when a magazine claims that *An [MIT](#) professor predicts that the robotic era is coming in 2050*, the use of big-name "MIT" (a world-renowned American university for the advanced research in math, science, and technology) establishes the "strong" credibility.

Second, [Pathos](#) (Emotional). Pathos is the use of emotional appeals to alter the

audience's judgment. This can be done through metaphor, amplification, storytelling, or presenting the topic in a way that evokes strong emotions in the audience. The emotions also strongly assist, perhaps sometimes determine, persuasion. For example, a writer wants a reader to evaluate something negatively, she or he may try to arouse the reader's anger. Or to produce action to someone's benefit like to persuade us to make a charitable donation, an arguer may work on our pity.

Third, Logos (logical). Logos is the use of reasoning, either inductive or deductive, to construct an argument. Logos appeals include appeals to statistics, math, logic, and *objectivity*. For instance, when advertisements claim that their product is *37% more effective than the competition*, they are making a logical appeal. [Inductive reasoning](#) uses examples (historical, mythical, or hypothetical) to draw conclusions. [Deductive reasoning](#), or "enthymematic" reasoning, uses generally accepted propositions to derive specific conclusions. The term *logic* evolved from *logos*. Aristotle emphasized enthymematic reasoning as central to the process of rhetorical invention, though later rhetorical theorists placed much less emphasis on it.

Therefore, rhetoric means the ability, in each particular case, to see the available means of persuasion. Rhetoric usually used to analyze the texts, especially in persuasive texts. Thus, rhetorical is a method of discovering, organizing, expressing information for specific purposes. In advertisement, rhetoric means the persuasive texts of advertiser having a purpose to attract consumer to follow and agree with advertiser idea. There are three forms for persuasive appeals. Those are Ethos, Pathos, and Logos. First, Ethos is called ethical appeal. It means convincing by

the character of the author. One of the central problems of argumentation is to project an impression to the reader that you are someone worth listening to, in other words making yourself as author into an authority on the subject of the paper, as well as someone who is likable and worthy of respect. Second, Pathos is Emotional appeals. It persuades by appealing to the reader's emotions. It can be seen from the texts ranging from classic essays to contemporary advertisements to see how emotional appeals are used to persuade. Language choice affects the audience's emotional response. Third, Logos (Logical) means persuading someone by using of reason. This will be the most important technique. It can be used to discuss about what makes an effective, persuasive reason to back up your claims.

2.4 Rhetorical Structure Theory (RST)

According to Mann and Thompson (1986) Rhetorical structure theory (RST) is an analytic framework designed to account for text structure in running text above the clause level. It takes clauses as its atoms, and relates them hierarchically, using a number of predefined rhetorical relations. These relations are defined functionally, in terms of what their intended effect on the reader is. The full definition of these relations consists of constraints on the text spans related (most relations are asymmetrical, with a nucleus span differentiated from satellite spans); constraints on the combined span; and a description of the relation's expected effect. For example, the relation justify, between a nucleus span N and a satellite span S, is described as having the effect reader's readiness to accept writer's right to present N is increased"

(Mann and Thompson, 1987:11). In other words, if a justify relation is posited, then the span S is understood to provide justification for the writer's claim in N.

Mann and Thompson (1988) classified into two main types of rhetorical relation in RST, namely presentational and subject matter. Presentational relations are those whose intended effect is to increase some inclination in the reader, such as the desire to act or the degree of positive regard for, belief in, or acceptance of the nucleus. This relation consist of several sub categorizes.

First, the relation name is Antithesis. Constraint on nucleus is writer has positive regard for the situation presented. In this relation, nucleus and satellite are contrast because of the incompatibility that arises from the contrast, one cannot have positive regard for both of those situations, comprehending satellite and the incompatibility between the situations increases reader's positive regard for nucleus. The function of antithesis is reader's positive regard for nucleus is increased.

Background is second relation of presentational. Function of this relation is reader's ability to comprehend nucleus. Constraint on nucleus is reader will not comprehend nucleus sufficiently before reading text of satellite. Constraints on nucleus and satellite combination are satellite increases the ability of reader to comprehend an element in nucleus.

Third is concession. Combination of nucleus and satellite are writer acknowledges a potential or apparent incompatibility between nucleus and satellite. Also, it is recognizing the compatibility between nucleus and satellite increases reader's positive regard for nucleus. This relation has function that is reader's positive

regard for nucleus is increased.

Fourth, the name is enablement. Enablement is constraints on nucleus and satellite. The combination of satellite and nucleus are reader comprehending Satellite increases and also reader's potential ability to perform the action in nucleus. If the relation only consist of nucleus, the effect is presents an action by readers (including accepting an offer), unrealized with respect to the context of nucleus. The function of enablement is reader's potential ability to perform the action in nucleus increases.

Fifth, the relation of presentational is evidence. Constraint on nucleus is reader might not believe nucleus to a degree satisfactory to writer. While, constraint on satellite is reader believes satellite or will find it credible. In addition, the combination of nucleus and satellite are reader comprehends satellite increases reader's belief of nucleus. The function is reader's belief of nucleus is increased.

Justify is sixth relation of presentational. Constraints on nucleus and satellite are reader comprehends about satellite. So, it can increase reader's readiness to accept writer's right to present in nucleus. Furthermore, the function of this relation is reader's readiness to accept writer's right to present nucleus is increased. Seventh relation is motivation. Constraint on nucleus is an action in which reader is the actor (including accepting an offer), unrealized with respect to the context of nucleus. In addition, constraints on nucleus and satellite are comprehending satellite increases reader's desire to perform action in nucleus. Thus, the function is reader's desire to perform action in nucleus is increased.

Eight, the name of presentational relation is preparation. The function of

preparation is reader more ready, interested and oriented for reading nucleus. Combination of nucleus and satellite are satellite precedes nucleus in the text. Satellite tends to make readers more ready, interested or oriented for reading nucleus.

Ninth, the relation is restatement. Constraints on nucleus and satellite are satellite restates nucleus, where satellite and nucleus are of comparable bulk, and then nucleus is more central to writer's purposes than satellite is. The function of this relation is reader recognizes about satellite as a restatement of nucleus.

The last relation of presentational is summary. This relation also consists of nucleus and satellite. The nucleus of summary must be more than one unit. in addition, the function is reader recognizes about satellite as a shorter restatement of nucleus. In conclusion, constraints on nucleus and satellite are reader recognizes about satellite as a shorter restatement of nucleus.

The second type of RST is subject Matter. Subject Matter relations are those whose intended effect is that the reader recognizes the relation in question. In the two tables below present the relation names and its definition. Subject Matter relations consist of sub categorizes.

First, the relation of subject matter is circumstance. Constraint on satellite is satellite is not unrealized. Constraints on nucleus and satellite are satellite sets a framework in the subject matter within which reader is intended to interpret nucleus. The function of this relation is reader recognizes that satellite provides the framework for interpreting nucleus.

Second, the relation name is condition. Constraints on satellite are satellite

presents a hypothetical, future, or otherwise unrealized situation (relative to the situational context of satellite). Constraints on Nucleus and Satellite: Realization of nucleus depends on realization of satellite. The function is reader recognizes how the realization of nucleus depends on the realization of satellite.

Elaboration is third relation of subject matter. The function of elaboration is reader recognizes satellite as providing additional detail for N. Reader identifies the element of subject matter for which detail is provided. Constraints on nucleus and satellite are satellite presents additional detail about the situation or some element of subject matter which is presented in nucleus or inferentially accessible in nucleus in one or more of the ways.

Fourth is evaluation. Combination of nucleus and satellite are satellite relates nucleus to degree of Writer's positive regard toward nucleus. Thus, the function of evaluation is reader recognizes that satellite assesses nucleus and also recognizes the value it assigns.

Fifth, the relation of subject matter is interpretation. Constraints on nucleus and satellite are satellite relates nucleus to a framework of ideas not involved in nucleus itself and not concerned with writer's positive regard. The function of interpretation is reader recognizes that satellite relates nucleus to a framework of ideas not involved in the knowledge presented in nucleus itself.

Sixth relation is means. The function of means is reader recognizes that the method or instrument in satellite tends to make realization of nucleus more likely. Nucleus only states an activity. In addition, combination of nucleus and satellite are

satellite presents a method or instrument which tends to make realization of nucleus more likely.

Seventh, the relation name is otherwise. Constraint on nucleus is an unrealized situation on satellite, it is an unrealized situation. Constraints on nucleus and satellite are realization of nucleus prevents realization of satellite. Otherwise has function to make reader recognizes the dependency relation of prevention between the realization of nucleus and the realization of satellite.

Eighth, the relation of subject matter is purpose. A constraint on nucleus is an activity. In addition, constraint on satellite is a situation that is unrealized. Constraints on nucleus and satellite are to be realized through the activity in nucleus. Function of this relation is reader recognizes that the activity in nucleus is initiated in order to realize satellite.

Ninth relation is solutionhood. Constraint on satellite is presents a problem. Constraints on Nucleus and Satellite are nucleus as a solution to the problem presented in satellite. The function of this is reader recognizes nucleus as a solution to the problem presented in satellite.

Tenth, the relation is unconditional. Constraint on Satellite is satellite conceivably could affect the realization of nucleus. Constraints on Nucleus and Satellite are nucleus does not depend on satellite. The function of unconditional is reader recognizes that nucleus does not depend on satellite.

Based on rhetorical relations of RST above, *N* stands for nucleus, *S* for satellite, *W* for writer (author, speaker) and *R* for reader (hearer.) For some brevity: in

many places, N and S stand for the *situations* presented by N and S; N and S never stand for the text of N or S. *Situation* is a broad cover term that ranges over propositions or beliefs, actions whether realized or not, desires to act and approval for another to act. Similarly, *positive regard* is a broad attitudinal term that ranges over belief, approval of ideas, desire to act, and approval for another to act, all identifiably positive.

Rhetorical Structure Theory in the relations between the text and structure analysis, and interpretation of consistent has high theoretical value. Mann & Thompson (1987) define RST is a framework developed to account for text structure above the clause level, by hierarchically positing relations between spans of text. Thus, RST is being used as a tool to analyze the structure of natural language text. It is also as a planning aid in text generation.

Mann & Thompson (1988: 19) make three further contentions about the connective marking of relational propositions. Firstly, relational propositions arise independently of any textual cues. In a sequence like *I'm hungry. Let's go to the Fuji gardens*, there is no explicit textual marker of the relation posited, solution hood. While some relations may be signaled, and it is not necessary to do, so they claim, for any rhetorical relation. Secondly, connectives do not in fact signal relations at all, rather they constrain the interpretation of relational propositions. It is the implicit relations which are important, with the conjunctions acting occasionally to constraint the range of possible relational propositions which can arise at a given point in a text. Lastly, (Mann & Thompson 1986:71) even as constrain, connectives operate

‘loosely’, in that a relational proposition can correspond too many connectives. For example, cause can be associated with so, relational proposition is an implicit proposition, arising from a text, that two parts of that text are related in a given way. Mann & Thompson make it clear that relational propositions and rhetorical (RST) relations are equivalent: “the relational propositions correspond to the relations of the RST structure of the text. One relational proposition arises from each relation of texts”.

From the theories above, rhetorical structure theory is analyzing the texts structure. There are two texts spans of relation pattern in RST to analyze the texts. Those are relation names of presentational and subject matter. First, relation names of presentational like antithesis, background, concession, enablement, evidence, justify, motivation, preparation, restatement, and summary. Second, relation names of subject matter like circumstance, condition, elaboration, evaluation, interpretation, means, otherwise, purpose, solutionhood, unconditional.

2.5 Previous Researches

There are two studies on rhetorical structure that have been conducted. First, Manuputty (2008) conducted the research entitled *Rhetorical Structure Analysis on “I Have a dream and Let a new Asia and Africa be born.”* This research is a descriptive quantitative research on rhetorical relations and structure from of speeches delivered by Martin Luther King, Jr and Soekarno. She found 14 types of rhetorical relation with different frequencies used in both speeches. Moreover, it was revealed that

dominant relation occurred in I have a dream is elaboration, followed by condition and evidence. While Let a new Asia and Africa be born was dominated by elaboration, pursued by evidence and volitional result. She discovered that King and Soekarno used different strategies in transmitting their message to their audience, mainly on strategy in revealing the problem, the use of compliment and criticism, and the main concern of the orators, reflected by the organization or the structure form of those speeches.

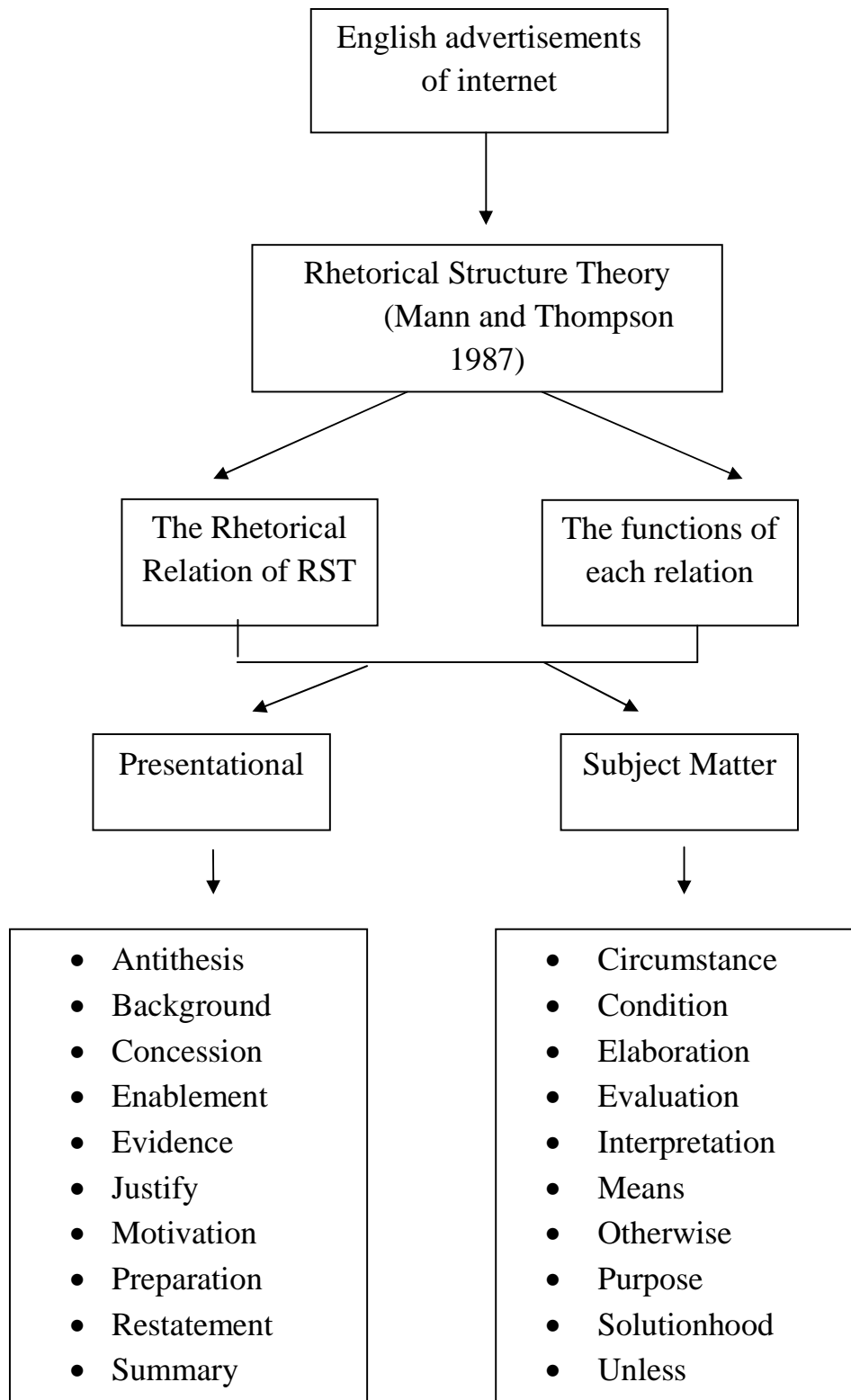
Second, Yusivianti (2009) conducted the research entitled Analysis on Chapter 2 “You are not an Accident” in Best Seller Book, the Purpose Driven Life. This research is combined descriptive qualitative and quantitative research on Rhetorical Relation. She wanted to know the types of rhetorical relation occurring this topic, the relation that is not used in chapter 2. In analyzing written texts, she applied Mann and Thompson’s RST (1988) and Artawa’s cohesive device in Indonesian (2004) in combination with Hasan and Halliday’s cohesion in English. She found 8 types of Rhetorical relation with different frequencies used in this written text. Also, she found presents that are some kinds of rhetorical relation that are not used, such as circumstance, condition, enablement, evaluation, motivation, and some of Multinuclear relation. Then, the dominant relation is elaboration.

From the previous research, the researcher draws a conclusion that her research has different from the previous researchers. This research is interested in analyzing the same field in RST but different media. It tries to analyze the phenomenon of rhetorical structure in the advertisement, especially in the internet

English advertisement. In this research, researcher tries to analyze the relations and each functions found in the internet English advertisements.

2.6 Conceptual Framework

Persuasive texts are usually found in advertisement, especially in English advertisements in internet. In order to analyze the persuasive texts in advertisements, the researcher used RST to reveal this phenomenon. The RST itself is analyzed by using theory of Mann and Thompson. Rhetorical relation consists of two relation, presentational and subject matter relation. Each relation has different functions. Thus, the conceptual framework can be draw as follows:



CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research focused on the written language because this research analyzed sentence by sentence in the internet English advertisements. By doing this research, the researcher was found that the relations and functions of the rhetorical relation in the internet English advertisements. Findings of this research revealed that elaboration was the mostly used by advertiser. Related to rhetorical structure theory, the use of elaboration was found 46%, for summary was found 20%, for background was found 10%, for evidence was found 8%, for solutionhood was found 6%, for preparation was found 4%, for interpretation was found 4%, for justify was found 2%.

Related to the finding, the researcher found that justify is the least used in internet English advertisements. The researcher only found one advertisement that used in this relation. Followed by preparation, interpretation, solutionhood, evidence, background, summary, and elaboration that also founded in the data. There were two data that used preparation and interpretation. There were three data that used solutionhood, four data that used evidence, five data were used background, ten data were used summary, and 23 data were used elaboration. Thus, the most relation was

elaboration. Furthermore, this research found that each relations has different functions of the relations.

In conclusion, the reason why elaboration and summary are the most used. Because elaboration used by the advertiser to make reader more understands about the advertisement clearly. Here, the advertiser give some additional information to attract consumer' desire in order to believe and buy advertiser's product. While, summary is used by advertiser in order to conclude the statement in the first idea. So, the consumers were interested and recognized the advertiser's mean. Therefore, many advertisers used elaboration and summary in their advertisements.

5.2 Suggestion

In this research, there were 8 relations in the internet English advertisement that analyzed and discussed. Besides, it was found different functions of relations. The existence of this research is hoped to improve knowledge of the reader about rhetorical relations that used by advertisers to influence reader's interpretation. Then, there are 12 relations have not been discussed yet in this research. They are antithesis, concession, enablement, motivation, restatement, circumstance, condition, evaluation, means, otherwise, purpose, and unconditional.

As suggestion, the researcher expect that the next researcher will be interested in analyzing this relations more detail. Finally, it is also suggested for the next

researcher to do research with other topic which is related with discourse analysis, especially in rhetorical structure theory.

BIBLIOGRAPHY

- Arif, Hermawati. 2001. *Retorika (Seni berbicara lisan dan tulisan)*. Fbss Unp. Unpublished.
- Bernbach. 2006. *Smash Communication: Emotion in Advertising*. Retrieved on April 12th 2011 from <http://www.smashcommunication.com/emotion.html>.
- Bollen, William H. 1981. *Advertising*. New York: John Wiley & Sons, Inc
- Boudreau, M.C and Watson, R.T. 2006. *Internet Advertising Strategy Alignment*. Journal of Advertising research.
- Brown and Yule. 1983. *Discourse Analysis*. New York: Cambridge University Press.
- Connor, Ulla. 1996. *Contrastive Rhetoric (Cross Cultural Aspects of Second)*. Newyork: Cambridge University Press.
- Dunn, S.W. and Barban, A.M. 1986. *Advertising its role in modern marketing*. Madrid.
- Foss, K. 1997. *The Art of Rhetoric: Rhetoric Criticism*. London: University of North Carolina Press.
- Gay, L.R. 1987. *Educational Research*. Ohio: Merrill Publishing Company
- Granat. J. p. 2003. *Persuasive Advertising for Entrepreneurs and Small Bussiness Owners*. Jakarta: PT. Raja Grafindo Persada
- Henriques, J., Hollway, W., Walkerdine, V. and Venn. C. 1984. *Changing the Subject: Psychology, social regulation and subjectivity*. London; Meuthen.
- Mann (1999). *An Introduction Rhetorical Structure Theory*. Retrieved on March 10th 2011 from http://www.di.uniba.it/intint/people/fior_file/INTIN_T05/RST.pdf
- Mann, W.C and Thompson, S.A. 1998. *Rhetorical Structure Theory: Toward a functional theory of text organization*. Retrieved on March 20th 2011 from <http://www.sfu.ca/rst/01intro.html>

- Mann, W. C. 1987. *Text Generation: The Problem of Text Structure*. New York:Springer.
- Mann, W. C. & Thompson, S. A. 1987. *Rhetorical Structure Theory: a Theory of TextOrganization*. ISI Reprint Series ISI/RS-87-190. Marina del Rey (California):Information Sciences Institute.
- Mann, W. C., & Thompson, S. A. 1986. *Relational Propositions in Discourse*.Discourse Processes.
- Mannuputty, S. 2008. *Rhetorical Structure Analysis on "I have a dream" and "Let a new Asia"*. Petra Christian University.
- Renkema, Jan. 2004. *Introduction to discourse studies*. University of Tilburg.
- Schiffirin, Deborah. 1994. *Approaches to discourse*. Oxford UK and CambridgeUSA: Blackwell.
- Stubbs, M. 1983. *Discourse Analysis: The Sociolinguistic Analysis of Natural Language*. New York: Cambridge University Press.
- Sudaryo. 1988. *Metode Linguistik Bagian Pertama ke Arah Memahami MetodeLinguistik*. Yogyakarta: Gadjah Mada University Press.
- Taboada, Maite and Mann, W.C. 2005. *Applications of rhetorical structure theory*. Retrieved on May 20th 2011 from <http://www.RST/rhetoric.htm>
- Vestergaard, Torben, Kim Schroder. *The language of Advertising (language in society)*. New York.
- Westwood, Robert and Stephen Linstead. 2001. *The Language of Organization*.Athenaeum Press: Great Britain.
- Winardi, Roland, E. 1991. *Understanding Magazines*. Iowa: Iowa State University Press.
- Yusivianti. 2009. *Analysis on Chapter 2 "You are not an Accident" in Best Seller Book, the Purpose Driven Life*. Petra Christian University.