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THE POWER OF REPETITION AS RHETORICAL DEVICES IN SPEECH WITH REFERENCE TO OBAMA'S SPEECH AT UI JAKARTA

Besin Gaspar, University of Surabaya, Surabaya
gasparbesin@ubaya.ac.id

Abstract

The power of a speech is judged from the content, the language and the delivery. This research deals the language used by Obama in his speech at UI Jakarta with the focus on repetition as one type of the rhetorical devices. The main question in this research is what makes Obama's speech admired by the public. This research is trying to identify the types of repetition employed, the impact of this choice and Obama's typical speech style. As a textual analysis, the data for analysis are limited to the speech text itself. Based on the analysis, it is concluded that Obama employed four types of repetition as rhetorical devices in his speech: anadiplosis, conduplicatio, anaphora and parallelism. The impacts are that the speech text becomes cohesive, the message is intense, the sentences sound more poetic and powerful. Last, anaphora and parallelism are Obama's speech style.

An Overview Of Repetition As The Rhetorical Device

A. Basic Concept and Types of Repetition.

Rhetoric deals with the art of using the language effectively to persuade the audience. To use the language effectively in speech, a speaker needs rhetorical devices and one of those rhetorical devices is repetition. The repetition of sounds, words, phrase and clauses by a speaker does not happen by accident but by design. A good speaker can repeat the sounds, words, phrases, clauses and sentences with a number of variation to produce certain effects on the audience. The following types of repetition are based Robert A. Harris's *A Handbook of Rhetorical Devices* (2009) while the techniques of analysis are based on the one proposed by Michael Toolan (1998).

- Repetition of sounds.
 - a. Alliteration
Repeating the same sound at the beginning of two or more words.
e.g. Sound and sense
Let's go forth to *lead* the *land* we love. (JFK)
Para menteri takut *digusur* atau *digeser*.
 - b. Assonance
Repeating similar vowel sounds, preceded by different consonants.
e.g. Thy kingdom *come*, thy will be *done*. (The Lord's Prayer)
 - c. Consonance
Repeating the final consonant sound in words stressed.
e.g. We study *literature* and *structure*.
It is *short* and *sweet*.
- Repetition of words/phrases/clauses
 - a. Anaphora
Repeating the words/expression at the beginning of each clause or sentence conjunction with the climax and the parallelism.
e.g.: ... *we shall* fight on the landing grounds, *we shall* fight in the fields and streets, *we shall* never surrender (Churchill)
Think on death it is a misery. *To think* on life it is a vanity. (Peachman)