

**RHETORICAL ANALYSIS OF THE SPEECH “WHAT IT’S LIKE TO BE
A MUSLIM IN AMERICA” BY DALIA MOGAHED**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining

the Bachelor Degree in English Department



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YOGYAKARTA

2024

MOTTO

"When the sincere intentions meet the actions, miracles happen."

- Matt Crance.



DEDICATION

This graduating paper is dedicated to:

1. Myself, my beloved parents, and all my family members.
2. Fuad Arif Fudiyartanto, S.Pd. M.Hum., M.Ed., Ph.D., as my paper advisor.
3. English Department.
4. All lecturers in English Department of State Islamic University of Sunan Kalijaga Yogyakarta.
5. All the honourable readers of this graduating paper.



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kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatiannya, kami mengucapkan terima kasih.

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FINAL PROJECT STATEMENT

FINAL PROJECT STATEMENT

I certify that this graduating paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

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The researcher recognizes that this graduating paper still have a lot of flaws and issues. Thus, I'd be happy to receive constructive feedback for future improvement suggestions. I hope the readers could find value from this graduating paper.

Wassalamu'alaikum wr.wb

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LIST OF ABBREVIATIONS



E-I	= Ethos - Intelligent
E-G	= Ethos - Goodwill
E-V	= Ethos - Virtuous Character
P-A	= Pathos - Angry
P-C	= Pathos - Calmness
P-H	= Pathos - Hate
P-Fr	= Pathos - Friendliness
P-F	= Pathos - Fear
P-Co	= Pathos - Confidence
P-E	= Pathos - Envy
P-Ad	= Pathos - Admiration
L-En	= Logos - Enthymeme
L-Ex	= Logos - Example
TED	= Technology, Entertainment, Design

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Rhetorical Analysis of the Speech “What It’s Like to be a Muslim in America” by Dalia Mogahed

By : Rahmawati

ABSTRACT

The choice of language style in conveying an argument is essential. It is related to the effectiveness of the argument in influencing the listener. Conveying arguments can be done almost anywhere, but one of the most influential media for conveying arguments is through speech. So, in conveying arguments to the audience, such as in a speech, the speaker must know the most effective way to influence listeners through the speech she/he delivers. The object of the speech in this research is a speech delivered by Dalia Mogahed when she was a speaker at TED (Technology, Entertainment, Design) and recorded on TED Youtube Channel. She is a Muslim minority in America, and as people know, Islam has had a bad perspective in America after the 9/11 attacks. So, this research was conducted to analyze how Dalia influenced the audience and whether Dalia succeeded in influencing the audience through the sentences in her speech even though she was a minority. The research was conducted using a qualitative descriptive method. Based on the results of research, the researcher concluded that Dalia Mogahed influenced the audience using the three proofs formulated by Aristotle, namely ethos, pathos and logos. This means that Dalia influences the audience with character approach, emotional approach and logical approach. Therefore, it can be said that Dalia Mogahed succeeded in influencing the audience because she uses all three rhetorical proof. This speech is also very persuasive because in choosing the language, Dalia uses a lot of logos proof to convey her argument, which is the most substantial proof to influence the audience.

Keywords: *speech, speech language, rhetorical proof*

Rhetorical Analysis of the Speech “What It’s Like to be a Muslim in America” by Dalia Mogahed

Oleh: Rahmawati

ABSTRAK

Pemilihan gaya bahasa dalam menyampaikan suatu argumen sangatlah penting. Hal ini berkaitan dengan efektivitas argumen dalam mempengaruhi pendengar. Penyampaian argumen dapat dilakukan hampir di mana saja, namun salah satu media yang paling berpengaruh dalam menyampaikan argumen adalah melalui pidato. Jadi, dalam menyampaikan argumentasi kepada audiens, seperti dalam sebuah pidato, pembicara harus mengetahui cara yang paling efektif untuk mempengaruhi pendengar melalui pidato yang disampaikan. Objek pidato dalam penelitian ini adalah pidato yang disampaikan oleh Dalia Mogahed ketika menjadi pembicara di TED (Technology, Entertainment, Design) dan di rekam dalam kanal YouTube TED. Dia adalah minoritas Muslim di Amerika, dan seperti yang diketahui orang, Islam mempunyai perspektif yang buruk di Amerika setelah serangan 9/11. Penelitian ini dilakukan untuk menganalisis bagaimana Dalia mempengaruhi audiens dan apakah Dalia berhasil mempengaruhi audiens melalui kalimat-kalimat dalam pidatonya meskipun dia adalah minoritas. Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif. Berdasarkan hasil penelitian, peneliti menyimpulkan bahwa Dalia Mogahed mempengaruhi penonton dengan menggunakan tiga pembuktian yang dirumuskan Aristoteles yaitu ethos, pathos dan logos. Hal itu berarti bahwa Dalia mempengaruhi penonton dengan pendekatan karakter, pendekatan emosional, dan pendekatan logis. Oleh karena itu, Dalia Mogahed bisa dikatakan berhasil mempengaruhi penonton karena menggunakan ketiga bukti retorika. Pidato ini juga sangat persuasif karena dalam pemilihan bahasa, Dalia banyak menggunakan logos proof untuk menyampaikan argumentasinya, yang merupakan bukti paling substansial untuk mempengaruhi audiens.

Kata Kunci: *pidato, bahasa pidato, bukti retorika*

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language is an essential thing for humans. Humans need language to be able to connect with each other. In simple terms, language can be interpreted as a medium that humans use to communicate with each other, such as conveying thoughts, concepts, ideas, and feelings. According to Rabiah (2012, p. 5), we can show and describe our point of view, understanding of something, educational background, national origins, and even our character through language. Therefore, in communicating with others, people need to be mindful of their choice of words because choosing inappropriate words can cause the message not to be conveyed properly and even give rise to a different message meaning. For this reason, every individual is expected to be able to master the ability to communicate well.

According to Oktiani & Putri (2022, p. 215), apart from communicating, language is also very important because it carries out functions such as commanding, persuading, and providing information. This research discusses one of its functions, namely persuading. According to Malik & Iriantara (1993, p. 99), persuasion is the speaker's attempt to convey information in a certain way so that the listener erases old thoughts in their minds and replaces them with new images, thereby changing their behaviour. In other words, by using persuasion, the speaker can influence the thoughts and actions of her/his listeners. If the speaker uses

appropriate language in persuasion, the speaker can make the listener think and do what the speaker wants.

One effective medium for persuading listeners is through speech. As Ghasemi (2020) explained, a speech's purpose is to make listeners believe or do something in response to the speech delivered. To realize this goal, speakers must use an appropriate choice of language style because each speaker has their speech style according to their personality and background. This is in line with what Isa (2022) said: the style of speech a speaker displays can vary depending on the background, ideology, and experience experienced by each speaker. Therefore, the speaker must know the most effective way to influence listeners through the speech that delivers.

In this globalization era, speeches are not only delivered directly in front of many people and broadcast on television, by using technological developments, but also can be delivered on YouTube. YouTube channels are online media that provide various videos made by content creators worldwide. One YouTube channel that is quite famous and contains various speeches is TED (Technology, Entertainment, Design). The researcher is interested in this channel because the TED YouTube channel always consistently presents entertaining, educational, and motivating content for its viewers. The content theme is talks or speeches about various things such as technology, entertainment and design, science, business, global issues, the arts, and more, and the speakers are various influential people in their fields.

One of the speakers at TED is Dalia Mogahed. She is an American researcher and consultant. She is also known as the first Muslim woman wearing a hijab in the White House during the era of President Barack Obama. At that time, she was an advisor at the Ministry of Religion. From then until now, she has been known as one of the most influential Muslim women in America. Because of her influence, TED trusted her as one of its speakers. The theme Dalia chooses cannot be separated from her background, namely "What it's like to be a Muslim in America." The researcher was interested in the speech because it presented Dalia's various experiences of living as a minority in a country that, as is common knowledge, views Muslims negatively.

In her speech, Dalia also shared her experiences as a Muslim after the 9/11 tragedy. As the public knows, the 9/11 or September 11 tragedy that happened in 2001 was the most significant terrorist attack tragedy in the history of the United States. After the tragedy, Islam in America has a bad reputation. Hence, many people still view adherents of this religion negatively. Therefore, Dalia must have considered the methods and techniques used in her speech. According to Aristotle, as cited in Murthy & Gosal (2016), there are three ways to make a persuasive speech: ethos, pathos, and logos. Ethos is the ability to show that the speaker is a knowledgeable person. Pathos is defined as the speaker must touch the hearts and emotions of the audience. Meanwhile, logos is defined as the speaker's need to convince the audience with evidence.

This research analyzes the persuasion in the transcript speech using rhetoric proof, as mentioned above by Aristotle. Rhetoric is the art of language

that convinces and influences the audience. Using rhetoric in a speech is hoped that it will change and motivate listeners to do something regarding that matter. This is in line with the purpose of the speech, so the researcher considers this theory appropriate for analyzing speech texts. This theory is used to know how Dalia Mogahed's choice of language influenced the listeners in the speech and also how she approaches character (ethos), emotion (pathos), and logic (logos) with the audience through language. The researcher also wants to know whether Dalia uses these three rhetorical pieces of proof. If yes, she can be called a good speaker.

To strengthen the findings of this research, the researcher uses additional theory to explain why a sentence in a speech is included in rhetorical proof, namely context theory by Cutting (2002). Therefore, the researcher considers this theories to be suitable because it can provide evidence that the sentence is part of the rhetorical proof. In addition, the researcher uses the object and these theories because the researcher wants to know the way Dalia, as a minority and whose religion has a bad perspective in America, persuades an audience, the majority of which are Americans, using language.

1.2 Research Questions

As elaborated in the background of the study, the researcher formulates the research questions as listed below:

1. What Aristotle's rhetorical proof did Dalia Mogahed used in her speech?
2. How did Dalia Mogahed used rhetorical proof in her speech?

1.3 Objectives of Study

Related to the problem in the research questions, the objectives of the study are:

1. To find the rhetorical proof use by Dalia Mogahed in her speech.
2. To describe how Dalia use rhetorical proof in her speech.

1.4 Scope of Study

This research focuses on rhetoric analysis. In this research, the researcher analyzes the sentences in the transcript speech of Dalia Mogahed entitled "*What is like to be a Muslim in America*" on the TED YouTube channel. The limitation of this research is the rhetorical proof, namely ethos, pathos, and logos contained in the sentence. Furthermore, this research uses the context theory by Cutting as a support theory. The researcher later identified what rhetorical proof is used and how to use rhetorical proof in speeches.

1.5 Significances of Study

This research is expected to be useful for anyone interested in rhetorical analysis, especially rhetorical proof. It is hoped that the findings of this research can be an example of the practice of analyzing a transcript speech text using rhetorical proof and context theory. Moreover, the result of this research is also expected to be a reference for future researchers conducting similar research. Furthermore, this research is hoped to provide additional knowledge and information about the importance of using rhetoric to persuade people for readers.

1.6 Literature Review

The researcher found several kinds of research with theories or topics similar to this research. However, apart from the similarities, the researcher also found the differences in this study. The researcher used previous research as references in conducting this research to enrich the theory and discussion. There are several studies that the researcher used as literacy studies.

The first research is a thesis from Habibi (2022). He analyzed several speeches delivered by Donald Trump, President of the United States at that time. He only used Aristotle's rhetorical proof theory and descriptive qualitative methods in his analysis. The research aims to determine what rhetorical proof President Trump used in his speeches and what is most often used. A slight difference is that this research only uses one speech as the object. This research uses Aristotle's theory of rhetorical proof and the context theory while Habibi (2022) only used Aristotle's theory of rhetorical proof. Meanwhile, the similarities with this research are the methods and objectives of the research.

The second research is a thesis from Qatrinnada (2020). She analyzed the transcript of the speech delivered by Hilary Clinton using two theories, namely Aristotle's theory of rhetoric, especially the theory of rhetorical proof, and the theory about delivering a speech that consists of how to tell a story, body language used, tone of voice, pauses, and props by Nikitina (2011). The method used is descriptive qualitative. The research showed the percentage of rhetorical proof and speech delivery used. The similarity with this research is the method used, namely descriptive qualitative. The object used is also the same: a speech

transcript. The difference lies in the theory used. If Qatrunnada (2020) used rhetorical proof theory and speech delivery theory, this research uses rhetorical proof theory and context theory.

The third research is a paper by Supeno (2018). In this paper, he analyzed role-playing how students message and reply to their customers via WhatsApp in English. He used Aristotle's theory of three rhetorical proofs: logos, pathos, and ethos in his analysis. The method used is qualitative. The results showed that many students' replies must be modified to make them more persuasive. The difference between supeno (2018) and this research is the object, theory, and results that will be obtained. We use the same method. The object Supeno (2018) used was a short message while the researcher is transcribes speech. The theory used only differs from the supporting theory; the researcher uses context theory, and he does not use any other theory apart from Aristotle's rhetorical proof.

The fourth research is a paper written by Ariyanti, Sudar, and Tusino (2022). This paper analyzed rhetorical proof in the transcript of RM's speech and the elements in the video. The method used is a descriptive qualitative method, the same as this research. There are several differences in this research. As an object, we use transcript speech, but the researcher only uses transcript speech as an object, while Ariyati, Sudar, and Tusino (2022) used transcript speech and also the speech video. The theories that are used also have differences; this research uses rhetorical proof and context theory, while they used rhetorical proof, the rhetorical figure of repetition, and speech delivery strategies.

The fifth research is a paper by Isa (2022). This research analyzed a speech by Nadiem Makarim, an Indonesian Minister of Education and Culture, on National Teacher's Day 2019. The method used is a descriptive qualitative method. He used Aristotle's theory of three rhetorical proofs: logos, pathos, and ethos to analyze the speech. The similarity with this research is the method used, namely descriptive qualitative. The object used is also the same: a speech transcript. The difference with this research lies in the use of theory. Isa (2022) only used Aristotle's theory of rhetorical proof, while this research uses rhetorical proof and context theory.

The last with different angle is the paper by Hariyanto (2021). He analyzed the speech of Said Siradj's to support the political position of Jokowi in the second term. He used the descriptive qualitative research method by integrating the theory of discourse analysis. The researcher highlighted that SAS's speech contributed in supporting Jokowi's position as the next president. The similarity with this research is the method used and the choice of speech analysis as the research topic. The difference with this research lies in the theory used, Hariyanto (2021) used theory of discourse analysis, while this research uses rhetorical proof theory and context theory.

None of the previous research has used transcripts of Dalia Mogahed's or Muslim's speech as an object. No research uses the theory of context in classifying data into a quality of rhetorical proof. Therefore, researcher is interested in researching Dalia Mogahed's speech sentences using these two theories to produce new research.

1.7 Theoretical Approach

This research analyzes the speech sentences by Dalia Mogahed using Aristotle's theory of rhetorical proof. According to Subakti (2016), rhetoric is the use of art in speaking using good word order. It can be conveyed orally or in writing so that it has a clear meaning and purpose and has linguistic elements that can be used to express an idea clearly, efficiently, and effectively. The purpose of using rhetoric is to persuade or influence readers. According to Aristotle, as cited in Jamar (2008), in persuading or influencing the public, the speaker can consider three rhetorical proofs: ethos, logos, and pathos.

The first proof is ethos. Based on Beard (2000), ethos is a form of persuasion through character. Furthermore, in proof of ethos, Aristotle, as cited in Griffin (2012, p. 293), states three qualities that can increase the speaker's character and credibility, namely perceived intelligence, virtuous character, and goodwill. The second piece of proof is pathos. Herrick (2005) said that pathos refers to the effectiveness and emotional appeal that can convey a persuasive message and stimulate the power to move the masses to do something. Based on Aristotle as cited in Griffin (2012, p. 294), several emotions can be explored such as anger, calmness, hate, friendliness, fear, confident, envy, and admiration. The third proof is logos. Logos is logical evidence to support the argument. Aristotle in Griffin (2012, p. 291) groups logos into two types: the enthymeme and the example.

To provide evidence that the data is part of a quality of rhetorical proof, the researcher also use theory of context. According to Leech (1983), context

elements include the greeter and addressee, the context of an utterance, speech as a form of action, the purpose of an utterance, and speech as the product of a verbal act (not the verbal act itself). Cutting (2002) groups context into 3 types, namely, the situational context, background knowledge context, and co-textual context. The situational context refers to what speakers know about what they can see around them. Background knowledge context refers to what they know about each other, the speaker and the audience, and the world. The co-textual context refers to what they know about what they have been saying.

1.8 Method of Research

The research method is usually described as all methods or techniques that are used in research for the conduction of research. Based on Khotari (1990), research methods or techniques refer to the methods the researcher uses in performing research operations. Method in this research consist of type of research, data source, data collection technique, and data analysis technique. The researcher describes each method below.

1.8.1 Type of Research

This study uses a descriptive qualitative method. Kothari (1990), describes descriptive research as a description of the state of affairs as it exists at present, and the researcher only reports what has happened or what is happening. The researcher uses this type of research because this research focuses on describing the findings of the data of rhetorical proofs in Dalia Mogahed speech.

1.8.2 Data Source

This research data was obtained from speech sentences about Muslims on the TED YouTube channel and its subtitles. TED channel features the best talks and performances from the TED Conference, where the world's leading personalities give talks about their lives in 16 minutes. The data in this research are speech sentences from Dalia Mogahed entitled "*What it's like to be a Muslim in America*" with the link <https://youtu.be/wzkFoetp-M?si=G1Lg9p0x5kMLzLix>. The speech was uploaded on March 16th, 2016 and has been watched by more than 5.2 million viewers. In this speech, Dalia shared her experiences as a Muslim in America, especially after the 9/11 tragedy. Furthermore, the data was taken from the sentences of her speech in the transcript.

1.8.3 Data Collection Techniques

The data in this research was collected by using documentation techniques. According to Wietse (2018), documentation is a data collection technique that records or studies documents, reports, monographs, etc. related to the research topic. This technique is used because the data in this research are sentences in speech. The data gathered from the transcript speech provided in the video of the speech in TED Youtube channel. The researcher also matched the transcript with the utterances in the video to ensure the transcription. Then, the researcher identifies rhetorical proof in each sentence in speech transcription using the help of context theory by Cutting (2002).

Therefore, this technique is suitable for use in this research because the researcher documents all sentences in the speech transcript to find the rhetorical proof qualities used.

1.8.4 Data Analysis Technique

In analyzing the data, there are several steps are conducted by the researcher and it is in line with Habibi (2022) in data analysis techniques:

1. Organize the data using codes that represent rhetorical proof held by the data. These codes include:

F-I	= Ethos - Intelligent	P-Fr	= Pathos - Friendliness
E-G	= Ethos - Goodwill	P-F	= Pathos - Fear
E-V	= Ethos - Virtuous Character	P-Co	= Pathos - Confidence
P-A	= Pathos - Angry	P-E	= Pathos - Envy
P-C	= Pathos - Calmness	P-Ad	= Pathos - Admiration
P-H	= Pathos - Hate	L-En	= Logos - Enthymeme
		L-Ex	= Logos - Example

2. In this step, the researcher makes adjustment with grouping data into 2 types, namely single quality and multiple qualities. This is because Habibi (2022) did not use grouping while the researcher uses it.

3. Analyze, discuss, and interpret Dalia Mogahed's speech using Aristotle's rhetorical theory and Cutting's context theory

4. Finally, draw conclusions based on the findings and discussion of the data..

1.9 Paper Organization

This study consists of four chapters. The first chapter is an introduction that consists of nine sub-chapters. There are the background of study, research questions, objectives of study, scope of study, significance of study, literature review, theoretical approach, method of research, and paper organization. The second chapter is the theoretical background that explains the theory used in this study. The third chapter is finding and discussion, which explain and discusses the findings obtained in the research. The fourth and the last chapter is conclusions and suggestions.



CHAPTER IV

CONCLUSION AND SUGGESTION

3.1 Conclusion

Based on the quality of rhetorical proof analysis, 94 data were gathered from speech sentences in the speech delivered by Dalia Mogahed. The total data consists of two categories, namely single quality and multiple quality. Based on the findings, Dalia uses all the proof of rhetorical proof but does not use all the quality of the proof. In ethos, Dalia uses all qualities, namely perceived intelligence, virtuous character, and goodwill. Dalia also uses all qualities in logos proof, namely enthymeme and example. However, in pathos proof, Dalia uses all the qualities except hate and envy qualities.

As a result of the analysis that has been carried out, it means that Dalia approaches character (ethos), emotion (pathos) and logic (logos) through the language in her speech. Ethos proof is mostly used by presenting the results of research that has been carried out, both by other researchers and by Dalia herself. That way, the audience can judge that Dalia has a good character, especially an intelligent character. Pathos proof is the second most used. The most widely used quality is anger quality or the emotion of anger. The anger expressed by Dalia is always related to the 9/11 tragedy. She seemed to want to express that she was also angry about what happened to America. Apart from that, her anger was also expressed because she felt it was unfair. She was also accused, even though she

was also a victim like other Americans. So, Dalia wants the audience to feel what she feels is the same as what they feel. In logos proof, Dalia mostly delivers speeches using stories, parables, or similar. The story conveyed is in the form of experiences and events that were also experienced by most of the audience, related to the 9/11 tragedy. This proof is the most widely used proof. This means that Dalia more often persuades audiences using logical arguments, which is the most effective way to persuade an audience.

3.2 Suggestion

In this research, the researcher realizes that there are still many in-depth aspects that need to be researched to produce more complete results regarding rhetorical issues. Because the object is a speech, future researchers can add the theory of speech. Apart from examining the text, examining the visuals of the speaker and audience during the speech can also be done to produce more diverse findings. So, for future researchers who want to research using similar theories and objects, it is hoped that some of these theories, speech theory, visual rhetoric theory, or other related theories, can be added.

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