

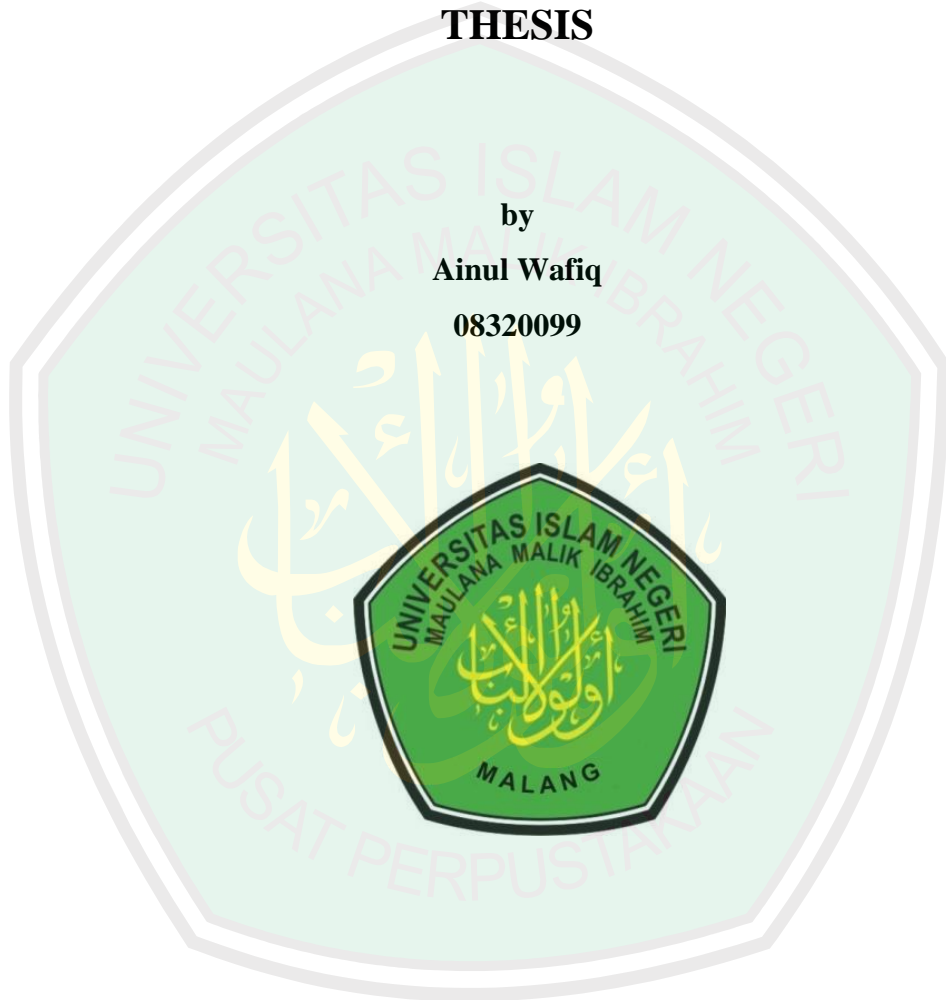
**Rhetorical Appeal Used by the Main Character of “the Iron
Lady” Movie**

THESIS

by

Ainul Wafiq

08320099



ENGLISH LETTERS AND LANGUAGE DEPARTMENT

FACULTY OF HUMANITIES

MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY OF

MALANG

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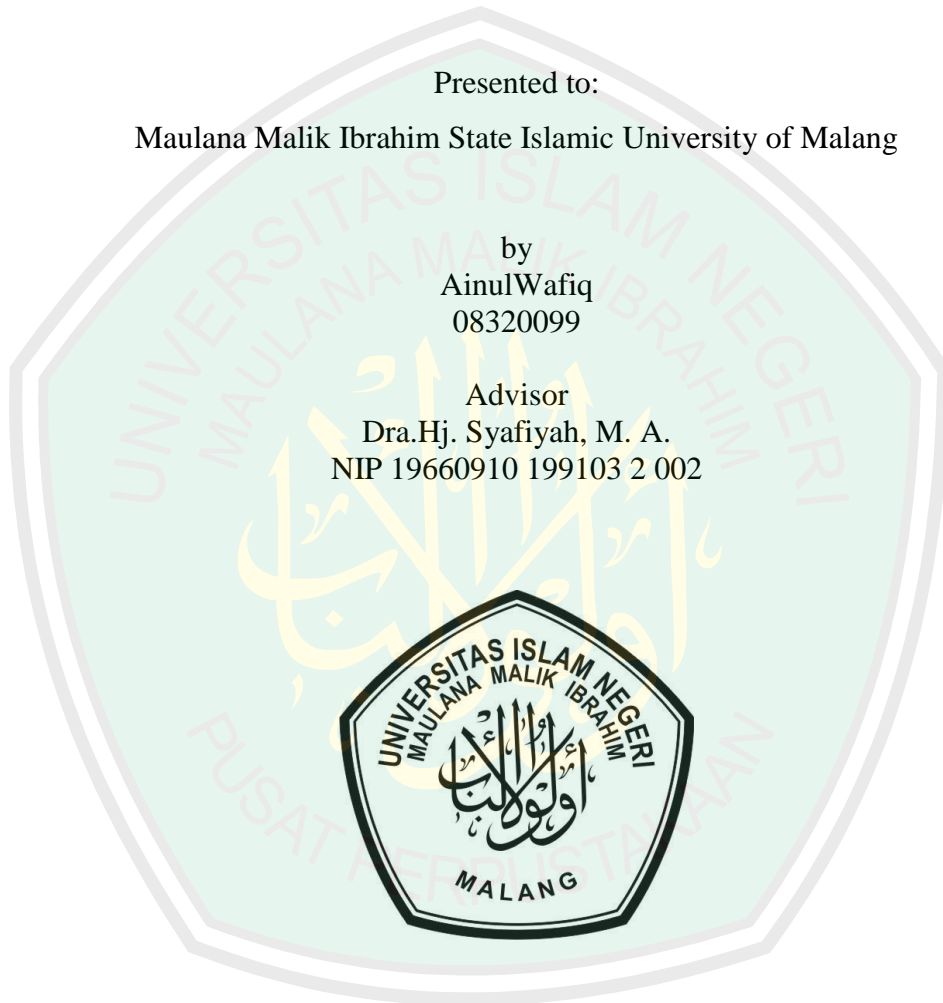
THESIS

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Hereby, I declare that the thesis I wrote to fulfill the requirement for Sarjana Sastra (S.S) entitled *Rhetorical appeals used by the main character of "Iron Lady" movie* is truly my original work. It does not incorporate any materials as previously written or published by other person, except those indicated in quotations and bibliography. Due to the fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, Desember 11th, 2014

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MOTTO

لا تطلب العزة في دار ولدت فيه

Do not look for the loftiness where you born



DEDICATION

This thesis is proudly dedicated to:

My beloved parents

Hasyim and Julaini

My sisters

Ismari Astutik

Yayuk Lathifah

Nurul Inayati

Himmatul Fikriyah

Rini Shofiyah Wijayanti

My adored teachers at MI Thoriqotul Hidayah Karangtawar

My adored teachers at Mambaus Sholihin Gresik. especially KH. Masbuhin

Faqih

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Bismillahirrahmanirrahim

All praise be to Allah, the Most gracious the most Merciful. Lord of the world that always give love to the creature in this universe. Blessing and salutation of the Lord is upon the Messenger of God, Muhammad SAW that his guidance always insisted on all of the time.

The power and help just from Lord of the world, praise be to Allah the Cherisher an Sustainer of the worlds that I finally can finish writing a thesis entitled *Rhetorical appeals used by the main character of "Iron Lady" movie* as the requirement for the degrees of S1.

I would like to give my best thanks to my beloved parents, my mom Julaini and my dad Hasyim. They are my hero, without them I am nothing. Thanks for the support although they did not say it to me. Thanks for the pray that they send to the God in the middle of the night when I am in my beauty sleep. Saying thanks is not enough to pay their struggle till I finish my S1 degree. My thanks also give to my sisters who always carry on me in all daily life.

Additionally, along the process of writing this thesis, I say thanks to my advisor, Dr. Hj. Syafiyah, M.A that spent a lot of her time to check and give advice to make this thesis to be better and better. Thanks to my entire Lecturer

who teach me in every think about English. Thanks to Helmi, Louis, Ilham, Esa, Takhfif, Reni, Budiman, and Salamun for sharing and the support. It really works.

Many thanks I dedicated to people who have contributed to my thesis in various ways. Thanks to all of my friends in HAMAM KONSULAT MALANG especially to *Kang* Masud who always support to finish this thesis rapidly. My thanks also dedicated to all of my friends in Yellow Flag PMII Rayon”Perjuangan” Ibnu Aqil Abonk, Rohim, Wildan, Taib, Yakin, Kholiq, Dwi, Ana, and Uci “keep our flag flying high”.

My Gratitude is presenting to someone who always accompany me to do this thesis. Thanks for support and the patience to guide me. May Allah grant our pray. Amin.

Malang, December 11th, 2014

the writer

ABSTRACT

Wafiq, Ainul. 2014. *Rhetorical appeals used by the main character of "Iron Lady" Movie*. English Letter and Language Department. Faculty of Humanities. The State Islamic University Maulana Malik Ibrahim Malang.

Advisor : Dr. Hj. Syafiyah, M.A.

Keywords : Rhetorical Appeals, ethos, pathos, logos, iron lady

Rhetorical appeal is the art of public speaking which is used by the speaker to persuade and to convince the hearer through the establishment of ethos, pathos, and logos. Ethos is the credibility or trustworthiness which must be established by the speaker so that the hearer believes that the speaker is qualified enough to speak on a given topic. When the speaker makes an argument and claim, he or she has to deliver it with pathos, the powerful words which may arouse the emotion of the hearer. Logos proves an argument and claim through logical reasoning.

The present study aims at investigating the rhetorical appeals ethos, pathos, and logos used by the main character of "Iron Lady" Movie. The researcher needs to answer the rhetorical appeals used by the main character and the process of rhetorical appeals on the scene and the script of "Iron Lady" Movie. The researcher selects the "Iron Lady" Movie as the object because the movie describes how Margaret influences people to support her as a prime minister. Some of scenes also describe how she convinces that a woman also could take a part in parliament. When she was a Prime Minister, she aggressively refuses to accept the *Community charge* (the "Poll Tax") and her decision to retake the Falkland Island following the island's invasion by Argentina in 1982.

The descriptive qualitative method is used in conducting this research. The researcher describes and explains the rhetorical appeals employed by Margaret Thatcher. The researcher collects the data which are taken from both of the movie and script. There are four steps used by the researcher in analyzing the data. The first, after getting the data the researcher classifies the data based on three kinds of rhetorical appeals; ethos, pathos, logos. The second, the researcher analyzes Margaret's utterances by describing the context and explaining the situation. The third, the researcher discusses and interprets the finding concerning with the rhetorical appeals. Finally, the researcher concludes the results of the data analysis to answer the research problems.

According to the 12 data analyzed in this study, it can be concluded that Margaret employs all of three rhetorical appeals ethos, pathos, and logos proposed by Aristotle. Margaret employs more pathos rather than ethos and logos to make the people accept what she claims. It is because there is stereotype that woman should behave like a lady which is not allowed to show high temper. So it is a must for woman to speak softly. She also demonstrates logical arguments such as causal reasoning, syllogism (deductive), and supporting detail such as analogy to make her arguments and claims reasonable and rational. Moreover she utilizes ethos through good willing, extrinsic ethos, and good sense or intelligence. It absolutely influences the people.

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المستخلص

وفيق. عين. 2014. البلاغة المستخدمة من قبل الشخصية الرئيسية في فيلم "المرأة الحديدية". شعبة اللغة الانجليزية وأدبها. كلية الانسانية. الجامعة الاسلامية الحكومية مولنا مالك إبراهيم مالانج.
المشرف : الدكتورة الحاجة شاقية الماجستير.
الكلمة الدالة : البلاغة, الروح, الرثاء, والشعارات.

البلاغة هي فن الخطابة التي يستخدمها المتكلم إلى إقناع وإقناع المستمع من خلال إنشاء روح، رثاء، والشعارات. روح هي مصداقية أو يجب وضع الثقة من خلال مكبر الصوت بحيث المستمع يعتقد أن المتكلم مؤهل بما فيه الكفاية ليتكلم في موضوع معين. عندما المتكلم هو جعل الحجج والادعاءات، لديه لتحقيق ذلك مع رثاء، والكلمات القوية التي يمكن أن تثير مشاعر المستمعين. الشعارات تثبت الحجج والادعاءات من خلال التفكير المنطقي.

وتهدف هذه الدراسة إلى دراسة البلاغة (روح، رثاء، والشعارات) المستخدمة من قبل الشخصية الرئيسية في فيلم "المرأة الحديدية". الباحثين يريدون للرد على الخطاب التي استخدمها الشخصية الرئيسية والخطاب على السيناريو والكتابة فيلم "المرأة الحديدية". Margaret اختار الباحثون فيلم "المرأة الحديدية" ككائن لأن هذا الفيلم يوضح كيف التأثير على الناس لدعمه رئيسا للوزراء. وصفت عدة سيناريوهات أيضا كيف Thatcher أنه مقتنع بأن امرأة ويمكن أيضا أن يشارك في التجمع. عندما أصبح رئيس الوزراء، فهو عدواني جدا رفض قبول تهمة الضرائب (ضريبة الشخصية) وقرار لاستعادة السيطرة على جزر فوكلاند بعد الغزو التي قامت بها الأرجنتين في عام 1982.

في إجراء هذه الدراسة، استخدم الباحثون المنهج الوصفي النوعي. الباحثون شرح اللغة الخطابية التي استخدمها مارغريت تاتشر. الباحثون بجمع بيانات مأخوذة من فيلم والنصي. في تحليل البيانات استخدم الباحثون أربع خطوات. أولاً، بعد الحصول على تصنيف الباحثون بيانات بيانات تستند إلى ثلاثة أنواع من اللغة الخطابية. روح، رثاء، والشعارات. الثانية، قام الباحثون بتحليل خطاب مارغريت بوصف السياق وشرح الوضع. الثالث والباحثين وتفسير النتائج المتعلقة الخطاب. وأخيراً، خلص الباحثون نتائج تحليل البيانات للرد على صياغة المشكلة.

من 12 البيانات في هذه الدراسة، فإنه يمكن استنتاج أن استخدام ثلاثة أجزاء مارغريت البلاغة؛ روح، رثاء، والشعارات تبدأ من قبل أرسطو. يستخدم مارغريت أكثر شفقة من روح والشعارات لجعل الناس يقبلون ما يدعي. وذلك لأن هناك صورة نمطية للمرأة أن تتصرف مثل امرأة لا يسمح لإظهار العاطفة عالية. لذلك ضرورة كامرأة أن يتكلم بهدوء. أظهر أيضا حجة منطقية كما التعليل السببي، القياس المنطقي (استنتاجي)، ودعم التفاصيل مثل القياس لجعل الحجج والادعاءات غير معقولة وعقلانية. وبالإضافة إلى تقنيات مثل هذه هي جدا للتأثير على ذلك انه يستخدم روح حسن النية، والحس السليم شخص ما

ABSTRAK

Wafiq, Ainul. 2014. *Rhetorical appeals used by the main character of "Iron Lady" Movie*. Bahasa dan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri (UIN) Maulana Malik Ibrahim Malang.
Pembimbing : Dr. Hj. Syafiyah, M.A.
Kata kunci : *Rhetorical Appeals, ethos, pathos, logos, iron lady*

Retorika adalah seni berbicara didepan umum yang digunakan oleh pembicara untuk membujuk dan meyakinkan pendengar melalui pembentukan etos, *pathos*, dan *logos*. *Ethos* adalah kredibilitas atau kepercayaan yang harus ditetapkan oleh pembicara sehingga pendengar percaya bahwa pembicara cukup memenuhi syarat untuk berbicara mengenai suatu topik tertentu. Ketika pembicara membuat argumen dan klaim, ia harus menyampaikan hal itu dengan *pathos*, kata-kata kuat yang dapat membangkitkan emosi pendengar. *Logos* membuktikan argumen dan klaim melalui penalaran logis.

Penelitian ini bertujuan untuk meneliti tentang retorika (etos, pathos, dan logos) yang digunakan oleh karakter utama dalam film "Iron Lady". Peneliti ingin menjawab retorika yang digunakan oleh karakter utama dan proses retorika pada skenario dan naskah film "Iron Lady". Peneliti memilih Film "Iron Lady" sebagai objek karena film ini menggambarkan bagaimana Margaret Thatcher mempengaruhi orang untuk mendukung dia sebagai Perdana Menteri. Beberapa skenario juga menggambarkan bagaimana dia meyakinkan bahwa seorang wanita juga bisa mengambil bagian di parlemen. Ketika dia menjadi seorang Perdana Menteri, dia sangat agresif menolak untuk menerima muatan pajak (Pajak perseorangan) dan keputusannya dalam merebut kembali Pulau Falkland setelah invasi yg dilakukan oleh Argentina pada tahun 1982.

Dalam melakukan riset ini, peneliti menggunakan metode deskriptif kualitatif. Peneliti menjelaskan retorika bahasa yang digunakan oleh Margaret Thatcher. Peneliti mengumpulkan data yang diambil dari film dan naskah. Dalam menganalisa data peneliti menggunakan empat langkah. Pertama, setelah mendapatkan data peneliti mengklasifikasikan data berdasarkan tiga jenis retorika bahasa; *etos*, *pathos*, *logos*. Kedua, peneliti menganalisa ucapan Margaret dengan menggambarkan konteks dan menjelaskan situasi. Ketiga, peneliti membahas dan menafsirkan temuan menyangkut retorika. Akhirnya, peneliti menyimpulkan hasil analisis data untuk menjawab rumusan masalah.

Dari 12 data dalam penelitian ini, dapat disimpulkan bahwa Margaret menggunakan tiga bagian retorika; *etos*, *pathos*, dan *logos* yang dicetuskan oleh Aristoteles. Margaret menggunakan *pathos* lebih banyak daripada *etos* dan *logos* untuk membuat orang menerima apa yang dia klaim. Hal ini karena ada stereotip bahwa perempuan harus bersikap seperti seorang wanita yang tidak diperbolehkan untuk menunjukkan emosi yang tinggi. Jadi suatu keharusan sebagai wanita untuk berbicara lembut. Dia juga menunjukkan argumen logis seperti penalaran kausal, silogisme (deduktif), dan rincian pendukung seperti analogi untuk membuat argumen dan klaim yang wajar dan rasional. Selain itu dia menggunakan *etos* *good will*, *extrinsic*, dan *good sense or intelligence*. Teknik seperti ini sangat abasolut untuk mempengaruhi seseorang.

CHAPTER I

INTRODUCTION

This chapter deals with introduction that consists of background of the study, statement of the problem of the study, objectives of the study, scope and limitation of the study, significance of the study, definition of the key terms and research method.

1.1 Background of the study

Based on Oxford Advanced Learner's Dictionary (2005) rhetoric is "the skill of using language in speech or writing in a special way that influences or entertains people". While Richard (2004: 1-3) defined that "rhetoric, no matter what view one take of its nature is at very least about persuasion".

Rhetoric was about the form of communication, while the content of communication was the concern of philosophy. Vickers (1999: 1) suggests, "Rhetoric, the art of persuasive communication, has long been recognized as the systemization of natural eloquence". In other words, rhetoric takes what is happening in naturalistic communication systematizes it and then teaches it as a practice to be mastered. (Richard, 2004: 15).

Freedman and Medway (1994: a. 3) argue that "if twentieth century humanists and social scientists have tended to define and differentiate human being by their ability to use language, more recently it is the rhetorical dimensions of that capacity that have captured our attention".

The term “rhetoric” focuses on how to express message correctly effectively in relation to the topic of writing or speech, the audience, and the purpose of communication (Richard & Schmidt, 2002: 458-459). Through rhetoric, we can use particular words to advice, to persuade, and to praise other. Even we can use some words to create a satire, provocation, or anger.

One of the famous rhetorical appeal theories is proposed by Aristotle. For Aristotle (Roberts. 1954: 24), rhetoric was “the faculty of observing in any given case the available means of persuasion”. He outlined three modes of persuasion ethos, pathos, and logos. Aristotle therefore argues that persuasion depends on a number of aspects, upon the moral character of the speaker, on whether or not they can be trusted, on the capacity to place the audience into a fit emotional state and on the reasonableness of that which is stated.

There are three artistic proofs in Rhetorical appeals proposed by Aristotle. They are ethos, pathos, and logos. Ethos refers to the speaker’s or writer’s good character. According to Aristotle, our perception of a speaker or writer’s character influences how believable or convincing what the person has to say. Pathos is often associated with emotional appeals. This appeal causes the audience respond emotionally and feel what the speakers feel. The last artistic proof is logos. It is the used of logical appeals, facts, statistics in order to support the argument. (Kinneavy. 1996: 225)

The rhetoric can be reflected in a movie, for example “The Iron Lady” movie is a movie that includes the rhetorical appeal; the movie is about Margaret Thatcher, the first female prime minister in the United Kingdom. Some of the

scenes describe how Margaret Thatcher influences people to support her as a prime minister. Some of scenes also describe how she convinces that a woman also could take a part in parliament. While she was as a Prime Minister, Thatcher is shown aggressively at her cabinet, refusing to accept the *Community charge* (the “Poll Tax”) even it is causing riots and her decision to retake the Falkland Island following the island’s invasion by Argentina in 1982. So the writer chooses the Iron Lady movie as an object of his research.

Some research on this topic has been conducted previously. They are Fattaroeba (2006) whose study was about “*A rhetorical analysis on Aa Gym’s Religious speech*”. He used the theory of Searle’s Typology, his research focused on the function of rhetorical act, style, and figure of speech.

Muntaha (2008) about “*A Rhetorical Analysis on Process Paragraph in Nokia 3610 user’s Guidebook*”. He investigated the phenomena of rhetorical situation to describe the process paragraph used in Nokia 3610 user’s guidebook using the theory of Martin J. Amaudet.

Chakorn (2008) has examined “*Rhetorical Appeals in Thai Annual Report s: an Investigation of the Authority’s Language in the Executive Letter during Asia’s Economic Crisis*”. He explores the use of the rhetorical appeal in the MFTCs, message from the chairman and the following discussion reports on his particular issue, rhetorical hat was found were mostly logos and ethos.

Kodir (2010) conducted research entitled *Rhetorical Appeals of Pastor Stanley and Ahmed Deedat in Great Open Debate “Is Jesus God? ”*. His research showed that both of Pastor Stanley and Ahmed Deedat employed the Aristotelian

rhetorical appeal. Pastor Stanley focused more on logos and did not use ethos at all in delivering the argumentation, while Ahmed Deedat used all the three of rhetorical appeal, ethos, pathos and logos.

Laeli (2013) investigated *Rhetorical Appeal Used by Mahmud Abbas on his Speech at UNGA (United Nation General Assembly) 2012*. The finding shows that Abbas used all of the three appeals to strengthen his argument and persuade the audience. Based on the data Abbas employ the *Ethos* more rather than the other two appeals. So, by using more ethos Abbas used his credibility and showed his character to convince the audience.

The previous studies only take a single situation as the data, for example rhetorical appeals used in speech. In this case the speaker delivers the speech which has no feedback from the audiences. But in this research the reader will find some different situations faced by the speaker when using rhetorical appeal. It means that this research has rich example in the use of rhetorical appeals. For example how the main character used rhetorical appeal when delivering speech, supporting the labor to increase the product, even when the main character was under pressure when she lost a lot of support due to her efforts to implement tax was criticized. So this study enrich the use of rhetorical appeal that never done by the prior researcher, and because of the complex situation that is faced by the main character, the writer chooses the *Iron Lady* movie.

1.2 Statement of the Problem

Based on the background of the study, this research is intended to answer the following problems, they are:

1. What are the rhetorical appeals used by the main character of *Iron Lady*?
2. How are the rhetorical appeals used by the main character of *Iron Lady*?

1.3 Objectives of the Study

Based on the problem of the study, the objectives are:

1. to identify what kinds of rhetorical appeals are used by the main character of *Iron Lady*?
2. to describe how the rhetorical appeals are used by the main character of *Iron Lady*?

1.4 Scope and Limitation

This research is in the field of discourse analysis. This research focuses on persuasive language. It especially focuses on the rhetorical appeals that are produced by Margaret Thatcher, the main character of *The Iron Lady* movie. It is investigated by using theory of rhetorical appeals that is proposed by Aristotle, ethos, phatos, and logos.

Since this is qualitative research that needs rich data, this study also has limitation in terms of data collection. It is because the conversations containing rhetorical appeal are described in some sequences, not in a full speech. So the writer has to understand each sequence that has relativity with the data.

Furthermore the writer chooses only the conversation that convey political message. The political message occurred when the main character was in conservative party and during her time as the prime minister.

1.5 Significance of the Study

The result of the study is expected to help the readers, researchers, and the learners who want to learn more about rhetoric. Therefore, by conducting this research, the students will get a broader understanding concerning with the rhetorical appeals.

It is hoped to be useful for next researchers who interested in conducting research on the same field as the references and it can be positively applied on the rhetorical study.

1.6 Definition of the Key Terms

To avoid the ambiguity in the sentences, the writer lists the concepts of meaning in many terms deal with the research as follows:

1. Rhetorical appeal is persuasion which is used to persuade, convince and influence others through *ethos, pathos, and logos*.
2. Ethos refers to the trustworthiness or credibility of the writer or speaker.
3. Pathos is often associated with emotional appeal.
4. Logos refers to the internal consistency of the message the clarity of the claim, the logic of the reasons, and the effectiveness of its supporting evidence.

1.7 Research Method

1.7.1 Research Design

In conducting this research, the writer uses descriptive qualitative research method. This is because the writer gives general description about the existing phenomenon that is found in the data. The data are in the form of words, phrases, utterances and sentences, and the discussion of the data are in the form of explanation about the finding. The data is described based on the Aristotle theory about rhetorical appeals ethos, pathos and logos.

1.7.2 Data Sources

The source of this research is *the Iron Lady movie*. It is a 2011 British biographical film based on the life of Margaret Thatcher, the first female Prime Minister of the United Kingdom of the 20th century. The data are obtained from the utterances and speech of Margaret Thatcher. The data are not only in the form of words, phrases and sentences, but also from the tones produced by the main character.

The utterances and speech chosen in this study are said by Margaret when she was leading the Conservative Party and during her time as Prime minister of United Kingdom. It is because in this scene, the main character has great part of conversation that reflects rhetorical appeals such as ethos, pathos, and logos proposed by Aristotle.

1.7.3 Research Instrument

The writer becomes a primary instrument in this research. The writer obtains, collects, classifies and analyzes the data. In addition, the writer becomes the research instrument who takes a part actively and directly in collecting and analyzing the data. The other supported instrument is *the Iron Lady* movie. It is because the data in this research are obtained from both of movie and script.

1.7.4 Data Collection

To obtain the data, the writer uses some steps. First, the writer observes the data by watching the movie many times to get deep understanding about phenomena found in the movie. The second, the writer reads the script and takes note of the utterances that convey political message said by the main character that reflects rhetorical appeals theory.

1.7.5 Data Analysis

To answer the problems of the study the writer analyzes the data as follows: The first, after getting data the writer classifies the data based on three kinds of rhetorical appeals; ethos, pathos, logos. The second, the writer analyzes Margaret Thatcher utterances by describing the context and explaining the situation. The third, the writer discusses and interprets the finding data concerning with the rhetorical appeals. Finally, the writer concludes the results of the data analysis to answer the research problems.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides the theories that support the analysis and discussion in the next chapter. It consists of elaboration of basic concept of rhetoric, rhetorical appeal, Aristotelian rhetoric such as ethos, logos, and pathos and previous studies.

2.1 Basic Concept of Rhetoric

The term “rhetoric” focuses on how to express message correctly effectively in relation to the topic of writing or speech, the audience, and the purpose of communication (Richard & Schmidt, 2002: 458-459). Through rhetoric, we can use particular words to advice, to persuade, and to praise other. Even we can use some words to create a satire, provocation, or anger.

Rhetoric is about the form of communication. Thus, Freedman and Medway (1994) stated that people in twentieth century can be defined and differentiated by their ability to use language. It is so called rhetorical dimension. Human tend to accomplish rhetorical practice in their life. Policy makers, for example, attempts to persuade the public that broadening educational opportunities does not impact upon standards of achievement. Fact about standards of achievements is deployed but the persuasive force of the policy does not lie in the facts alone. Educational managers attempt to persuade staff that one way of running an institution in better than another. Lecturers attempt to persuade their students that learning is a worthwhile activity. (Edward, 2004: 3-4)

Therefore, the study of rhetoric becomes persuasive with increasing number of studies that examining rhetoric of scientific and social scientific discourse spoken, visual and written text.

The term appeal that is exists in rhetorical means to plead or to please. The way rhetorical analyst use the term appeals has outstripped the available theory that particularly are derived from Aristotle, *ethos*, *pathos* and *logos*. Appeals also appear as technique for working from varying media, not only media defined semiotically but also as form of resistance related to cultural difference, for example from criticism, film and advertising. All those illustration provide a modes approach to rhetorical appeals (Killingsworth, 2005: 249) Based on Greek and Roman, rhetoric is divided into five parts or canon. These canons relate in the activity in creating speech. They are invention, arrangement, style, memory and delivery. Each of the parts concerns a specific aspect of the process and production of discourse. Those five canons are interrelated activities in building a persuasive speech. (Asher, 1993)

Invention interpreted as the earlier stages to develop logic and words that is needed for effective arguments. In this part, invention addresses what the orator want to say. It is related to the rhetorical appeal of *logos* that was proposed by Aristotle. *Arrangement* involves organizing an argument in coherent structure that leads the addressee easily from the thesis to the conclusion. *Style* deals with speaker's voice and tone. *Memory* involves the use of remember devices to memorize the order of ideas and arguments in the speech. The last is *delivery*.

Delivery involves a good control of the vocal modulation and effective gestures that establish ethos, pathos and logos appeals. (Miils, 2000: 30)

2.2 Rhetorical Appeals

The word rhetoric is derived from the Greek *rhetorike*, means the technique of public speaking. The definition of rhetoric as ‘the art of persuasion’, is the most commonly used by today’s rhetorician. Aristotle made a distinctive point between rhetoric and persuasion. According to him, rhetoric “is the faculty of discovering in any given case the available means of persuasion” (Roberts, 1954). He said that Rhetoric is a skill which is used by public speakers for a major purpose to persuade. On the other hand, rhetoric is the study and application of systematic reasoning, structuring, and communicating strategies (Asher, 1993).

The study of rhetoric began in Greece in the 15th Century b.c. There was a time when Democratic government was emerging in Athens. All citizens had an equal right and duty to participate in their own government. So, they needed to be able to speak in public. However, the leadership role in debate was played by a small number of ambitious individuals. There were no professional lawyers in Greece, and if citizens needed to seek remedy in the courts for some wrong they were expected to speak on their own behalf. There were also occasions for public address on holidays or at funerals, as well as more informal Speech at symposia or private meeting. (Kennedy, 2007).

Hogan (2004: 20) defines persuasion as the ability to induce beliefs and values to other people by influencing their thought and action through specific

strategies. In order to persuade other people, the speaker needs to master persuasive communication skills. Without excellent communication skill, it is really hard for the speaker to persuade the people's belief and action. With good persuasive skill, the people will like and respect the speaker, do many things for the speaker, not others. Mastering persuasion is just like walking and riding a bike. It takes time, effort, and a great deal of practice. When the speakers have already mastered the skill, they are easy to use and soon use them without thinking anymore. They become part of the speaker's life.

2.3 Aristotelian Rhetorical Appeals

Aristotle stated that rhetorical study is concerned with the modes of persuasion. Persuasion is clearly a sort of demonstration, since we are most fully persuaded when we consider a thing to have been demonstrated (Roberts, 2010: 5). Aristotle could make the rhetoric as the discipline of study investigating the effect of the speakers and oration toward recipients systematically. According to Aristotle, orators were the person who used their knowledge as an art. So, rhetoric is the art of oration (Malmkjaer & Anderson, 1991: 539).

Hence it is clear that rhetoric is a form of public speaking. It is used by the speaker to convince, and persuade the recipients so the recipients will accept the message conveyed by the speaker. Aristotle proposed that there are three the modes of persuasion belong strictly to the art of rhetoric. These become Aristotle's *Ethos*, or the projection of the character of the speaker as trustworthy; *pathos*, or consideration of the emotions of people in the audience; and *logos*,

inductive and deductive logical argument. He seeks to provide a speaker with a basis for argument in “truth”: that is, in knowledge of the propositions of politics and ethics and of how to use this knowledge to construct arguments. (Kennedy, 2007: 15).

2.3.1 Ethos

Ethos comes from Greek which means ethics. It derives and refers to ethical appeal in rhetoric. In his book, Aristotle stated that persuasion is achieved by the speaker’s personal character when the speech is spoken to make us think him *credible*. Ethos refers to the trustworthiness or credibility of the speaker. Credibility means the audience’s perception of whether a speaker is qualified enough to speak on a giventopic or not.

In order to understand the ethos (credibility), Mills (2000: 13) gives the formula of ethos introduced by Murrow “To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful.” Trustworthiness becomes the central of persuasiveness.

In social relationship, a speaker must pay attention to ethic and manner. The speaker should be able to establish a good moral value to the society. The speaker must demonstrate his or her sufficient competence and knowledge against a certain thing. If the people of the society have a good perception of the speaker, the speaker has already built good credibility and he or she is worthy to be listened to (Hendrikus, 1991: 144)

Hendrikus also said that In order to establish the credibility, there are some parameters. First, the public will not take what speaker says for granted, so the speaker must try harder to convince the public. Second, speaker's sense of certainty determines his or her certainty when he or she is speaking.

Based on Aristotle, *ethos* is a presentation of trustworthy character of the speaker. Aristotle's theory of *Ethos* is striking, but he limits it to the effect of character as conveyed by the words of a speaker and he fails to recognize the great role of the authority of a speaker as already perceived by an audience. (Kennedy, 2007: 24).

2.3.1.1 Element of Ethos

2.3.1.1.1 Good Sense or Intelligence

It is important to remember that the credibility is an attitude. It exists not in the mind of the speaker, but in the mind of audiences. A speaker may have high credibility for one audience and low credibility for another. A speaker may also have a high credibility on one topic and low on another. So the speakers must know to whom he or she is speaking.

2.3.1.1.2 Good Will

As what Rakhmat (1999: 75) says that the audiences will be paying attention to the speaker if they know that the speaker says for the sake of their need and interest. The speakers can also build the character by finding the similarity, attitude, and values between the speaker and the public. Give an

impression that the speaker's advantage and disadvantage is also the audience's. The speaker should be able to get involved with the audiences, so that he or she understands the audience's need. The speaker must have a commitment to give additional information the public need. You have to be ready and well-informed to answer the questions and explain the topic. If those techniques have been applied in the speech making, the sound of 'good will' must be achieved.

2.3.1.1.3 Good Moral Character

Like 'good sense and good will', 'good moral character' plays a prominent role in enhancing credibility. Fahnestock and Secor (2004: 50) state that any arguments reveal something about the character of speaker whether the person is good or bad, smart or stupid, honest or deceptive, serious or unserious. We all know that the character shows in what he or she says. We tend to believe people who have reputation for good character and to disbelieve people we distrust, no matter what the subject.

Persuasion will run well if the audiences have already known the speaker as a good person who has good moral values. The character will be revealed from what he or she says. The style, choice of word, and sentence structure he or she uses in his speechmaking depict who the speaker is (Keraf, 2007: 121-122).

In short, any speakers who want to give great impressions toward the audiences, they must be well-informed, confident, fair and balanced, honest, and values what the audiences value. You must earn these impressions, just like you must earn a conviction and a good argument. There are no shortcuts and educated

audiences are seldom fooled. To seem impressed, furthermore, this requires the speaker to explore the topic, think about it carefully, and discuss the topic to other experts prior to the speech delivery (Crusius & Channel, 2003: 284).

2.3.1.2 Type of Ethos

2.3.1.2.1 Extrinsic Ethos

This is the credibility of the speakers before the speech is delivered. It is derived from the reputation that the speaker brings in speech. It is what the audiences believe about the speaker before a word is uttered. Where does the extrinsic ethos come from? It can be from the personal qualification, as established by advanced degrees, training or certification. It also comes from the personal social hierarchy (Fahnestock & Secor, 2004: 51)

2.3.1.2.2 Intrinsic Ethos

This is the credibility of the speaker produced by everything he or she says during the speech. In addition, Fahnestock and Secor (2004: 51) argue that whether or not the audiences recognize the speakers before, the ongoing speech delivery conveys an impression of the speaker's characters. Every arguer has chance to establish a favorable or unfavorable ethos. The intrinsic ethos can both enhance and destroy the extrinsic ethos during the speech. For example, a well known historian must be achieving the high credibility, but he or she will fail if he states something unclear, mumbling, dishonest, etc.

It because those two type of ethos is dynamic. By having a high extrinsic credibility, it is a great advantage for any speakers, but it can be destroyed during the speechmaking, resulting low credibility. The reverse can also happen. A speaker with low extrinsic credibility may enhance his or her credibility during the speech and get a good credibility at the end of the speech. Therefore, the extrinsic credibility must be strengthened by the intrinsic one, so that the audiences will get final great impression toward the speaker (Lucas, 2004: 430).

2.3.2 Pathos

Pathos was regarded by Aristotle as the emotion of the hearers aroused by a speech that moved them to accept what the speaker said. The hearers make decisions emotionally first, then justify with fact. This is absolutely true. Emotions really lead them to do everything in every moment. When the hearers are emotionally touched, they will be easily persuaded and shifted to accept what the speaker says (Hogan, 2004: 182).

Pathos is the quality of a persuasive presentation which appeals to the emotion of the audience. Emotional connection can be created in many ways by speaker, perhaps most notably by stories. The goal of s story, anecdote, analogy, simile, and metaphor, is often to link an aspect of our primary message with a triggered emotional response from the audience.

Hogan (2004: 184) explains that using emotion to persuade is far more powerful than using facts. This is true because facts are cold and unfeeling. Emotions carry the meaning and can move people to take the action the speaker

wants. Emotions happen first and literally guide the logic side of the brain. The path of thought is always emotion, then logic. If the speaker wants to have the ability to persuade by using emotions, choose exactly what emotions the speaker intends to touch and know exactly where that will lead his or her target.

Pathos is a tool that could be employed throughout an oration for persuading the audience. Pathos can be expressed through words, picture or even with gesture of the body. This is the ability of the speaker to control the audience's emotion. How to arouse the audience's emotion depends on the choice of words in relation to the topic. When the speaker wants the audiences to donate money to the victim of the war, the speaker could use the word such as hunger, the shortage of food and water, and wounded people. These words could emotionally trigger the audience's feeling of pity, sympathy, and sorry. Those words heavily have a deeper impact on the audience. Without thinking further, the audiences donate the money for the victim of the war without previous judgments of the fact. For a better understanding of the subject, above are some common persuasive appeals from daily conversation:

1. Fear / safety

This appeal is used to both keep us from doing things that can bring us danger and to motivate us to taking an action that can protect us from a potential threat. For example:

Seat belt saves live

“If we don't leave this place soon, we will end up yelling for help. We do not see anyone to help us here. So, live this place and live. “The statement evokes emotions of fear.

Know the seven warning signs for cancer before it is too late.

2. Guilt

It is to convince us to contribute to certain charities. For example:

- A mind is terrible thing to waste.
- Voting is not privilege. It is a responsibility.

3. Loyalty

People are loyal to many things, family, friends, social group and nation.

For example:

Save our nation, because we are a big family.

Referring to a country as “motherland” stirs up patriotic feelings in individuals living in that country or state.

4. Empowerment / independence

For example:

Ads encouraging donations, show small children living in pathetic condition to evoke pity in people to urge them to donate for the cause.

A good word choice is highly able to arouse audience’s emotion. It means that the speaker should decide the appropriate utterance. Euphemism is the act of avoiding the words which seems taboo in the society. It is used to replace words that an audience find crude and have offensive connotation. For example, the speakers should use the words pass-away instead of die to refer to grieving audience. Effective speakers show sensitivity to their audience’s feeling by avoiding words that will offend them and employ the words that inspire them. The speaker can create emotional labels by adding word such love, hate, stingy, and generous to shape emotional appeals to what the words describe.

2.3.3 Logos

Rhetoric is strong in its emphasis on the importance of logical validity (Kennedy, 2007). While the term logic is derived from logos, and Aristotle applied the term to refer to "reasoned discourse" or "the argument" in the field of rhetoric. Logos in Aristotle's theory refers to the facts and figures that support the speaker's topic.

Aristotle believed that logos should be the most important of three persuasive appeals. As a philosopher and a master of logical reasoning, he believed that logos should be the only required persuasive appeal. That is, if you demonstrated logos, you should not need either ethos or pathos. However, Aristotle stated that logos is not sufficient. Not only is it not sufficient on its own, but it is no more important than either of the two other pillars. He argued that all three persuasive appeals are necessary.

As he said that the man who is to be in command of them must, it is clear, be able to reason logically. A statement is persuasive and credible either because it is directly self-evident or because it appears to be proved from other statements those are so. (Roberts, 2010: 9-10).

With regard to the persuasion achieved by proof or apparent proof, there is induction on the one hand and syllogism. The enthymeme is a syllogism, and the apparent enthymeme is an apparent syllogism. I call the enthymeme a rhetorical syllogism, and the example a rhetorical induction (Roberts, 2010: 10).

2.3.3.1 Type of Proofs

In the art of rhetoric, Aristotle divided these appeals into two types of proofs: artistic and inartistic. *Artistic proofs* are logical arguments constructed by the speaker's own mind. These proofs are the ones that Aristotle and other ancient rhetoricians believed were critically important. These ideas can be shaped into two types of arguments deductive and inductive. *Inartistic proofs* are direct evidence that the speaker might use to support the argument, such as testimony, documents, and any references.

2.3.3.1.1 Artistic Proof

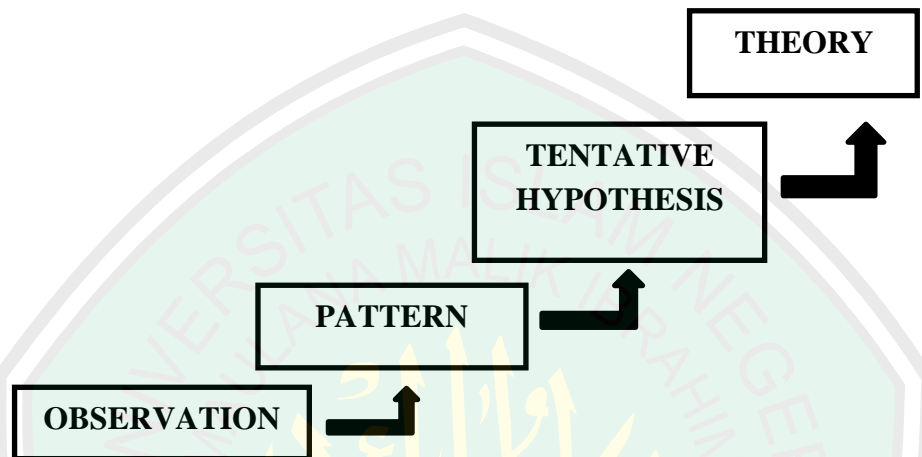
Artistic proofs are logical arguments constructed by the speaker's own mind. These proofs are the ones that Aristotle and other ancient rhetoricians believed were critically important. These ideas can be shaped into two types of arguments, inductive and deductive.

2.3.3.1.1.1 Inductive

This is the process of drawing an inference from the specific individual phenomena to the general one. This is one of the two thinking processes proposed by Aristotle. That individual phenomenon should be analyzed first before drawing an inference. Therefore, this thinking process is known as scientific reasoning. The phenomenon must be in the form of factual proposition (Keraf, 2004: 43).

Inductive reasoning, informally sometimes called a "bottom-up" approach. It is begun with specific observations and measures begin to detect patterns and

regularities. Then it is formulated some tentative hypothesis that we can explore. Finally end up with developing some general conclusion or theories. (Throchim, 2006)



Inductive reasoning is a thinking process which is begun with some individual phenomena and ended with the inference of generalization. To be more logic, however, inductive reasoning is not enough without the second process of thinking that is the deductive reasoning.

Phenomena A = Islam teaches its followers about peace.
 Phenomena B = Christian teaches its followers about peace.
 Phenomena C = Buddha teaches its followers about peace.
 Phenomena D = Hindu teaches its followers about peace.
 Inference = All religions teach their followers about peace.

It also can be said that, in the process of induction, it is began with some data. And then determine what general discussion can logically be derived from the data. In other words, determining what theory could explain the data. However induction does not prove that the theory is correct. There are other alternative

theories that are also supported by the data. What is important in induction is that the theory does indeed offer a logical explanation of the data.

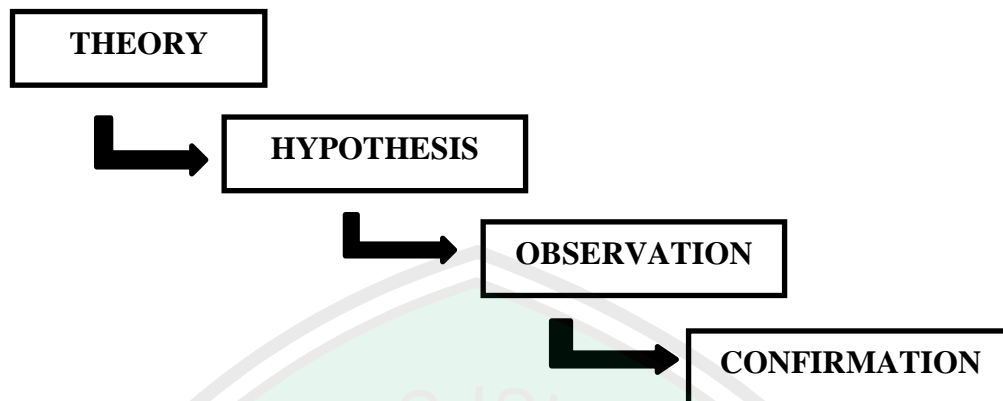
Data 1 : this cat is black.
 Data 2 : that cat is black
 Data 3 : the third cat is black.
 Inference : therefore, all the cats are black.

Data 1 : this marble from the bag is black.
 Data 2 : that marble from the bag is black.
 Data 3 : the third marble from the bag is black.
 Inference : therefore, all marbles from the bag are black.
 Data : two-third of my Latino neighbors are illegal immigrants.
 Inference : therefore, two-third of Latino immigrant comes illegally.

2.3.3.1.1.2 Deductive

Ancient Greek made first significant contribution to the development of systematic approach in gaining the knowledge. Aristotle and his followers introduced deductive reasoning. Deductive reasoning, according to Aristotle, is termed as syllogism. This is the thinking process from general to specific by using logic. We go from general to specific knowledge through logical argument. Argument consists of statements standing one another (Thomson, 2004: 2-3).

Sometimes, Deductive reasoning is informally called a “top-down” approach. It might begin with thinking up the theory. Then narrow into more specific hypothesis that can be tested. Then we narrow down even further when collect observation to address the hypothesis. This ultimately leads us to able to test the hypothesis with specific data. (Trochim, 2006)



One very common form of deductive argument that is important to know is called syllogism. Aristotle constructed a system of evaluating syllogistic arguments as deductively valid or invalid. A syllogism is a particular type of argument that always has two premises and a single conclusion, and all three statements are what are called categorical propositions. A categorical proposition is prefaced by the term 'all' or the term 'some'. The following argument is a syllogism (Walten, 2006: 54).

Major premise : all human being is not eternal.
Minor premise : Travis is a human being.
Conclusion : so, Travis is not eternal

Both the major and the minor premise are true. We know that all human is not eternal, the human will die. We also know that Travis is human. Therefore, Travis is not eternal and this (conclusion) become sound. On the other hand, the conclusion is unsound but still true if one of the premises or both are false. And the example of unsound deductive argument as follows:

Major premise : Everyman who eats meat will be fat
Minor premise : John is a man
Conclusion : So, John will be fat.

The major premise above is false and the conclusion is still true but not sound. It is because a deductive argument to be considered sound the argument must not only be valid, but the premises must be true as well. However, this thinking process is rarely found in both spoken and written language. It seems awkward if the speaker states those two premises and conclusion. The speaker mostly uses enthymeme in their argument to make it simple (Keraf, 2004: 72).

In deductive arguments, the premises are intended to provide such strong support for the conclusion. If the premises are true then it would be impossible for the conclusion to be false. An argument which is succeeding to guarantee the conclusion, it is called valid arguments. Here is valid deductive argument. *It is sunny in Singapore. If it is sunny in Singapore, he will not carrying an umbrella.* The truth of conclusion is thought to be completely *guaranteed* and not just made *probably*. The other example is: *John is ill. If John is ill then he will not be able to attend our meeting today. Therefore, John will not be able to attend our meeting today.*

2.3.3.1.2 Inartistic Proofs

Aristotle limits inartistic means of persuasions to direct evidence that can be used in a trial. Lucas (2004: 175) added that inartistic proofs are direct evidence that the speaker might use to support the argument, such as testimony, documents, and any references. To make the statements more logical and stronger, the speakers need to support the statements and the arguments with the supporting points. It is used to support the speakers' idea. The skillful use of supporting

points can help to decide whether or not the speech is good. It is also heavily related to critical thinking. There are major kinds of supporting points such as examples, statistics, and testimony (Lucas, 2004: 175).

Testimony, this is the quotation or paraphrase used to support the point from the experts. This quotation can be taken from the Speech, news, the Quran and the Bible. There are two kinds of testimony: expert testimony and peer testimony. Expert testimony is from the people who are good at their field while the peer testimony is from ordinary people having first experience on the topic.

2.4 Previous Studies

Some researches on this topic have been conducted previously. They are Fattaroeba (2006) whose study was about “*A rhetorical analysis on Aa Gym’s Religious speech*”. He used the theory of Searle’s Typology, his research focused on the function of rhetorical act, style, and figure of speech.

Muntaha (2008) about “*A Rhetorical Analysis on Process Paragraph in Nokia 3610 user’s Guidebook*”. He investigated the phenomena of rhetorical situation to describe the process paragraph used in Nokia 3610 user’s guidebook using the theory of Martin J. Amaudet.

Chakorn (2008) has examined, “*Rhetorical Appeals in Thai Annual Reports: an Investigation of the Authority’s Language in the Executive Letter during Asia’s Economic Crisis*”. He explores the use of the rhetorical appeal in the MFTCs, message from the chairman and the following discussion reports on his particular issue, rhetorical hat was found were mostly logos and ethos.

Kodir (2010) conducted research entitled *Rhetorical Appeals of Pastor Stanley and Ahmed Deedat in Great Open Debate "Is Jesus God? "*. His research showed that both of Pastor Stanley and Ahmed Deedat employed the Aristotelian rhetorical appeal. Pastor Stanley focused more on logos and did not use ethos at all in delivering the argumentation, while Ahmed Deedat used all the three of rhetorical appeal, ethos, pathos and logos.

Laeli (2013) investigated *Rhetorical Appeal Used by Mahmud Abbas on his Speech at UNGA (United Nation General Assembly) 2012*. The finding shows that Abbas used all of the three appeals to strengthen his argument and persuade the audience. Based on the data Abbas employ the *ethos* more rather than the other two appeals. So, by using more ethos Abbas used his credibility and showed his character to convince the audience.

The previous studies only take a single situation as the data. But in this research the reader will find some different situations faced by the speaker when using rhetorical appeal. It means that this research has rich example in the use of rhetorical appeals. For example how the main character used rhetorical appeal when delivering speech, supporting the labor to increase the product, even when the main character was under pressure when she lost a lot of support due to her efforts to implement tax was criticized. So this study will enrich the use of rhetorical appeal that never done by the prior researcher, and because of the complex situation that is faced by the main character, the writer chooses the *Iron Lady* movie.

CHAPTER III

FINDING AND DISCUSSION

This chapter presents the analysis of the data based on Aristotle's rhetorical appeals; ethos, pathos and logos used by the main character of Iron Lady Movie. It consists of finding and discussion.

3.1 Finding

Data 1

Type of rhetoric : Ethos

Elements of ethos : Good will

Now, as the test draws near, **I ask your help. That together we can shake off the shackles of Socialism.** And restore to greatness this country that we love... And the only way is for the Conservative Party to win!

The scene illustrates a period during general election in 1979. It is the time when England was in economic and political turmoil, with the government nearly bankrupt, employment on the rise and conflicts with labor unions. This instability helped return conservative party to its power. As the leader of conservative party in order to join the general election, Margaret reveals ethos through the establishment of good will in her speech.

By those appeal, Margaret wants to show that she also knows what the people need at that time. They need a better economic condition. Margaret gives an impression that she involves the people. So Margaret used *I ask your help. That together we can shake off the shackles of Socialism* to convince the people that

they will have a better life if only the conservative party win in the general election. Through the words she says, the audiences perceive that Margaret Thatcher is serious to shake off the shackles of socialism, and restore to greatness of their country.

Since the audiences have already believed in her readiness, they pay attention to the speech she delivers. It is because the audiences will be reluctant to those who do not seriously have any preparation in delivering their speech. The audiences will be more attentive to those who are serious and have the same goal, like Margaret Thatcher.

Data 2

Type of rhetoric : Ethos
 Elements of ethos : Extrinsic ethos

I should just like to say that **I take very seriously the trust placed in me by the British people today, and I will work hard every day to live up to that responsibility.** And now, I should like to share with you a prayer of St. Francis of Assisi. Where there is discord, may we bring harmony, where there is error, may we bring truth, where there is doubt, may we bring faith, and where there is despair, may we bring hope.

From the scene above, through the word she says, it is understandable that she uses extrinsic ethos appeal to deliver her short speech. Extrinsic ethos comes from the personal social hierarchy. In this occasion, Margaret uses *I take very seriously the trust placed in me by the British people today, and I will work hard every day to live up to that responsibility* to show her credibility as the first woman prime minister in Great Britain and ensure the people that they will have a

better condition than before. Margaret highlights the word *I* and *responsibility* push, to guarantee the people.

At the first day of her duty as the Prime Minister, Margaret Thatcher guarantees the people to hard work, to do the best as long as her period. More over Margaret cites a prayer of St. Francis of Assisi to prove her intelligent. So, the people believed in her speech, they pay attention toward speech she delivers.

Data 3

Type of rhetoric : Ethos

Elements of ethos : Good sense or intelligence

“Sink it!”

This scene illustrates when Margaret and all military staff at the military office. They discuss concerning the Argentina invasion to the Falkland Island. Falkland Island belongs to Britain therefore Margaret does not want to give that Island. This will be an escalation, if Margaret does not hurry to make a decision, the Argentina’s army will attack Falkland Island.

As a Prime Minister, who has much responsibility of the Nation, Margaret as fast as possible urgency makes the decision. She advises to the military to engage the Argentinean ship, she says it should be sinking. As she says in the scene above “*sink it*”. By using that word, Margaret exposes her brief and firmly as the leader of the Nation. She employs ethos; good sense or intelligence. She

applies good and simple wording. Since the military agree with Margaret's idea, they do as what has been command by Prime Minister.

Data 4

Type of rhetoric : Pathos

Type of Pathos : Motivation

You are the backbone of our nation! Small firms like Loveday's Ice Cream I passionately believe that it's the growth of small businesses into larger ones that is critical for Britain's future. That's the only way that we will produce jobs, real jobs, jobs that sustain. The Trade Union Movement was founded to protect workers. Now it persecutes them. It stops them from working. It is killing jobs and it is bringing this country to its knees. I say enough. It's time to get up. **It's time to go to work. It's time to put the "Great" back into Great Britain!**

The scene illustrates that Margaret is visiting some small firm in order to get support for general election in 1979. The conversation takes place in an ice cream firm. The conversation revealed that Margaret Thatcher **employs pathos**. In this occasion, Margaret Thatcher touches the employee's emotion using some **powerful words**. According to the *Mac Millan Dictionary* "powerful word" is the word or utterance that is able to influence or control people do or think. Such as *you are the **backbone of our nation!** Small firms like Loveday's Ice Cream I passionately believe that it's the growth of small businesses into larger ones that is critical for Britain's future.* This appeal triggers the employee to feel proud of being in a small firm. Margaret motivates the employee to be a hard worker, it does not matter they are in a small firm, the fact that they are the root of a great business, the root of the Great Britain's economy.

Margaret also give the sense of spirit to the employee by saying *it's time to get up. It's time to go to work. It's time to put the "Great" back into Great Britain.*

By this sentence, the employees have a new hope for a better prosperity.

Moreover Margaret state that the country can be easily brought to The Trade

United Movement's knee if the employee do not work hard in order to carry on

the work spirit. After hearing this emotional speech, then the employee easily

provoke to choose Margaret Thatcher to be a prime minister. It is proved that she won the general election in 1979.

Data 5

Type of Rhetoric : Pathos

Type of pathos : empowerment or independence

There are those who would say hold back, there are those who would make us retreat, but we shall never give in to them. We shall never waver, not for a second, in our determination to see this country prosper once again.

It is the time when England was in the riot. It is illustrated in the scene that, most of people demonstrated their dissatisfied. There were over 3 million unemployed in that country. The labors demonstrate in front of the Parliament demand their right as the labor, a car bomb has exploded outside Harrods department store, killing six people and injuring 71, eleven soldiers died when two bombs were detonated, during military parades in Hyde Park and Regent's Park, seven horses also died in the blast.

The scene generates that Margaret and the entire staff step down the upstairs of the parliament building discussing about how to break the Trade Union

Movement. Margaret's policy to break them causes many problems. The labors demonstrate in front of the Parliament demand their right as the labor, instability economic conditions.

As the person who takes responsibility to the Nation, Margaret delivered speech. She employs pathos, in order to control the hearer emotion. Her word choice "*there are those who would say hold back, there are those who would make us retreat, but we shall never give in to them. We shall never waver, not for a second*" really makes the hearer feel sympathy and never give up to keep on the policy.

In the end of her speech, she says "*in our determination to see this country prosper once again*" means that she reminds to the people if they support government policy, the country will be prosper again. It can be said that between people and government should support each other. The words *prosper again*, create an emotion of sympathy. So people easily agree with the policy.

Data 6

Type of rhetoric : Pathos

Type of pathos : Loyalty

Peace plan? There will be no appeasement. This is a war. It's a war they started, but by God, we will finish it. Shall I tell you what I'm going to write to every single one of these families, these heartbroken families? I'm going to tell them that **no British soldier will die in vain... for the Falklands.**

The scene portrays while Margaret sits in her office room thinking about the Falkland war. She also thinks about heartbroken families which are the victims of the war. During her thinking, the foreign secretary comes and tells that there are many new peace proposals; one of them comes from President Belaunde of Peru, it's the proposal of peace plan. But Margaret refuses all of them. She assumes that there will be no conciliation. She swears by god, the war should be done. And she must do something to the heartbroken families, she going to send them letter and tell that there no British soldier will die in vain for the Falkland.

In this context Margaret applies pathos appeals. She controls the foreign secretary to have sense of belonging, sense of loyalty, and sense of patriotic to the nation. Referring to a country as motherland stirs up patriotic. It means, every single person who live in a country should keep the unity of the nation because we are a big family. By using *“Peace plan?. There will be no appeasement. This is a war. It's a war they started, but by God, we will finish it”*.

Margaret also persuades the foreign secretary to have feeling sympathy to heartbroken families whom their families are the victims of Falkland war by using *“no British soldier will die in vain... for the Falklands”*.

Data 7

Type of rhetoric : Pathos

Type of pathos : Loyalty

We congratulate the men and women of our armed forces for their skill, bravery, and loyalty to this country. We were faced with an act

of unprovoked aggression, and we responded as we have responded in times past: With unity, strength, and courage sure in the knowledge that though much is sacrificed, in the end, right will prevail over wrong. Hear, hear! And I put it to the Right Honorable Gentleman opposite that this is not a day for him to carp, find fault, demand inquiries. They will happen, I can assure him of that, for we have nothing to hide. No. This is a day to put differences aside, to hold one's head high and take pride in being British.

The scene describes Margaret as the deputy of conservative party. Standing in front of parliament assembly, she declares her pleasure about winning the Falkland war. She congratulates the men and women army forces of British for the skill, bravery, and loyalty to the country who win the war to retake the Falkland Island from the hand of Argentina. As what she says *“We congratulate the men and women of our armed forces for their skill, bravery, and loyalty to this country. We were faced with an act of unprovoked aggression, and we responded as we have responded in times past: With unity, strength, and courage sure in the knowledge that though much is sacrificed”*.

She conveys that the right will prevail over wrong. She advises the opposite party (the labor party) not to carp, find fault, and demand inquiries. She assumes this is the day to put differences aside, to hold head high, and pride being British.

By using pathos appeal, Margaret successfully arouse the parliament members to feel sympathy. All of parliament member listen carefully; they pay attention to what Margaret says. More over the opposite side nodded confirming the Margaret speech. Whereas previously, they never agree with all of Margaret's ideas, but this time they have the same opinion.

Data 8

Type of rhetoric : Pathos

Type of Pathos : Rhetorical question and repetition

Some of you. is that you haven't got the courage for this fight. No, you haven't had to fight hard for anything. It's all been given to you, and you feel guilty about it. Well, may I say, on behalf of those who have had to fight their way up, and who don't feel guilty about it, we resent those slackers who **take, take, take,** and contribute nothing to the community. And I see the same thing, the same cowardice in our fight within the European Union, cowardice, for the sovereignty of Britain, the integrity of the pound!**Some of you... want to make concessions. Some of you want to make concessions. I hear, some of you, agree with the latest French proposals.**

Well, why don't you get on a boat to Calais? Hm?. Why don't you put on a beret, and pay 85 percent of your income to the French government! Right. What can we realistically hope to achieve by the end of session, Lord President? And why have we not made more progress to date?

The scene, illustrates Margaret as the leader of ministers assembly. When she leads the meeting seriously anger with all of minister because they do not agree with Margaret policy about a fixed rate a local tax. She assumes their ministers are afraid of the risk of the new policy. So to encourage them Margaret uses pathos.

She often repeat her statement to strength her opinion. For example; “*we resent those slackers who take, take, take, and contribute nothing to the community”*. These utterance shows that Margaret angry and dislike the person who take only the benefit without giving contribution. To strength the emotion, Margaret repeat “*take, take, take,*”.By using this repetition the governments feel guilty. It is because they often mishandling the government rule.

Furthermore, she repeats “*some of you*”. ; *Some of you... want to make concessions. Some of you want to make concessions. I hear, some of you, agree with the latest French proposals.* Margaret emphasizes *some of you* to make an allusion. So the government will feel that they are on the wrong side of the law.

Then, Margaret strength her idea by using rhetorical question, a question that does not need answer; *Well, why don't you get on a boat to Calais? Hm?. Why don't you put on a beret, and pay 85 percent of your income to the French government?.* By saying this utterance, she shows that the government should not make the concessions. Cause that Margaret utterance the government feel guilty.

Data 9

Type of rhetoric : Logos

Type of Logos : Analogy supported by rhetorical question (Pathos)

Just like Hawaii... I imagine. I'm sorry? 1941, when Japan attacked Pearl Harbor. Did America go, cap in hand, and ask Tojo for a peaceful negotiation of terms'? Did she turn her back on her own citizens there, because the islands were thousands of miles away from the mainland United States? No! No! No! We will stand on principle, or we will not stand at all.

This scene describes when England faced a military challenge. It was the time when Argentina invaded the Falkland Islands. This territory had long been a source of conflict between the two nations, because the islands are located off the coast of Argentina. Margaret sent British troops to the territory to retake the islands in what became known as the Falklands War. Her decision to retake Falkland island make The US Secretary of State was astonished. He came to see

Margaret and make a small discussion. He told that retaking Falkland Island is insignificant politically and economically since it is thousands miles away and only has a handful citizen.

Margaret, as the prime minister who takes the responsibility of Great Britain stays in her decision. In this occasion she applies logos appeal through analogy. She compares between something familiar and something unfamiliar. She let the people in the room to recall Japan's invasion to America. *Just like Hawaii... I imagine. I'm sorry? 1941, when Japan attacked Pearl Harbor. Did America go, cap in hand, and ask Tojo for a peaceful negotiation of terms'? Did she turn her back on her own citizens there, because the islands were thousands of miles away from the mainland United States?* By this utterance the hearer will think twice if they let Falkland Island would be taken by Argentina. Then as the result of hearing this appeal they make a war to face Argentina invasion.

On her utterance "*Did America go, cap in hand, and ask Tojo for a peaceful negotiation of terms'? Did she turn her back on her own citizens there, because the islands were thousands of miles away from the mainland United States?*" in this scene, Margaret employs Rhetorical question. A question asked for effect, with no answer expected. It's a figure of speech of question that is asked in order to make a point, rather than to elicit an answer. In many cases it may be intended to start a discussion or at least draw an acknowledgement that the listeners understand the intended message.

Than to support her idea, she used Repetition. No! No! No! *We will stand on principle, or we will not stand at all.* Margaret repeated use of a word or phrase to emphasize that Falkland Island belongs to Great Britain and no one can take. By using this pathos appeal, everyone who is in this room will feel the unity. As the result they support prime minister Decision to retake and keep Falkland Island.

Data 10

Type of rhetoric : Logos

Type of logos : Causal reasoning

Gentlemen, if we don't cut spending, we will be bankrupt. Yes, the medicine is harsh, but the patient requires it in order to live. Should we withhold the medicine? No. We are not wrong. We did not seek election and win in order to manage the decline of a great nation. The people of this country chose us because they believe we can restore the health of the British economy, and we will do just that. Barring a failure of nerve. Anything else?

This discussion occurs a minutes before Margaret going to the palace. Her policy about a standard educational curriculum across the nation and changing to the country's socialized medical system led to public protest. Some of the members of conservative party remind Margaret that there should be a plan action as the response of huge protest. But Margaret stays on her decision. Regarding to defend her argument and to convince the member of conservative party, she applies logos appeal through causal reasoning; *Gentlemen, if we don't cut spending, we will be bankrupt.*

Cause : The governments do not cut the spending.

Effect : the government will be bankrupt.

In this explanation, Margaret proposes the underlying reason why they should cut the spending. For a long time, there was medicine subsidy. It means that governments spend many funds to fulfill medicine subsidy. And now is the time to cut the spending. Based on Margaret, it is not a big deal if the medicine is expensive, because the patients need in order to live. Moreover, England will be bankrupt if only government keep providing subsidy for medicine. And she adds that the party was chosen by people because they believe in conservative party can restore the health and economic of British.

Data 11

Type of rhetoric : Logos

Type of logos : syllogism (supported by pathos, rhetorical question)

If you live in this country, you must pay for the privilege. Something, anything. If you pay nothing, you care nothing. What do you care where you throw your rubbish? Your council estate is a mess, your town, graffiti, what do it's not your problem, it's somebody else's problem. It's the government's problem. Your problem,

In this scene, Margaret struggled to implement a fixed rate local tax, that everyone should pay the same tax. But most of the cabinets refuse the policy since it is not fair to ask the poor to pay the same tax as a multi-millionaire do. This policy led to public protests. This statement was uttered by Margaret in a cabinet meeting in order to persist in her idea.

Margaret thought that everyone should pay the same tax. She employs logos through syllogism. *If you live in this country, you must pay for the privilege. If you pay nothing, you care nothing.* “People must pay tax” is a claim while “people

get the privilege” is a reason. “People care nothing” is a claim while “people pay nothing” is a reason. This part of argument is helpful to lead the audiences agree with the Margaret’s idea, because she invites the audiences to get involved in the argument.

By this syllogism, the audience will assume that all people in England will get the privilege such as, health service, clean environment, a good economic condition and public facility on situation that they have already completed the obligation of paying tax. As the result, people can complain to the government if there is no good condition. In contrary, when the people do not pay the tax, they will not care to the country since they got nothing.

Then Margaret strength her idea by using rhetorical question, a question that does not need answer; *what do you care where you throw your rubbish? Your council estate is a mess, your town, graffiti, what do it's not your problem, it's somebody else's problem. It's the government's problem. Your problem.*

Data12

Type of rhetoric : Pathos, supported by ethos and logos

Gentlemen, the Argentinean junta, which is a fascist gang, has invaded our sovereign territory. This cannot be tolerated. May I make plain my negotiating position: I will not negotiate with criminals or thugs. **The Falkland Islands belong to Britain, and I want them back. Gentlemen, I need you to tell me today if that is possible?**

This occasion happen in Margaret office. All off the military staff discuss about Argentina invasion to Falkland Island. They discuss concerning to get

solution to face the Argentina military. As the Prime Minister, Margaret will not negotiate with them because The Falkland Islands belong to Britain.

This scene Margaret applies all three rhetorical appeals, pathos, ethos and logos. First, she uses pathos, then supported by twice ethos, to end her statement she uses logos. She employs pathos to the Britain military

To start her statement Margaret applies pathos. She controls the military staff to have a feeling that England should be in a unity. No one can take the Falkland Island, moreover a fascist gang like an Argentina. It means that, all off struggles should be done to keep Falkland Island. By using this statement, "*Gentlemen, the Argentinean junta, which is a fascist gang, have invaded our sovereign territory. This cannot be tolerated*" then all military staff easily feel sorry if they do nothing for England unity.

All of the military staff seriously listened to Margaret's idea. Look at this situation, and then Margaret adds her statement through ethos. By using good word choice, politely, she asks permission to make a decision since she is a Prime Minister. "*May I make plain my negotiating position*". By using this sentence, she shows a good moral character. In the end of discussion, Margaret still emphasize the politeness, by using, "*Gentlemen, I need you to tell me today if that is possible*" So the military staff will assume that Margaret is not arrogant and in a hurry to make a great decision for the unity of Britain. As the result, the military staffs without problems agree with the Margaret's idea.

Margaret also uses logos to convince the military staff. She states “*The Falkland Islands belong to Britain, and I want them back*”. She employs logos through *causal reasoning*. Presenting those reasons is a strategy to persuade the military staff. Those reasons are properly used, in fact that Falkland Island is belongs to Britain. In order to illustrate the causal reasoning, have a look the following cause and effect as the logical consequence.

Cause : Falkland Islands belong to Britain.

Effect : So, England should retake Falkland Island (as the logical consequence).

In this explanation, Margaret underlying reason why they should retake the Falkland Island, though Falkland Islands are located off the coast of Argentina, it's still in the British territory. So, it's under the British authority. No one can provoke. As the prime minister, Margaret should have responsibility to keep the unity of Nations.

3.2 Discussion

In this part of analysis, the writer discusses the finding of the 12 data. The writer classifies the finding based on the three rhetorical appeals ethos, pathos, and logos proposed by Aristotle. And because it is the movie, so clearly we can see the body language. We can also easily differentiate high rising or soft intonation of speech.

Rhetorical appeals purpose to persuade other people through language. In this case, the speaker Margaret Thatcher as the main character of Iron Lady Movie

utilizes rhetorical appeals to persuade the people to gain her purposes. According to the data analysis, Margaret employs all of three rhetorical appeals proposed by Aristotle to strengthen her arguments and persuade her audiences. They are ethos, pathos, and logos. While the novelty in this research is the main character uses all of three rhetorical appeals in one scene. These appeals cannot be separated each other because those utterance are bounced each other. It can break the meaning when it is separated.

All through the scenes from the beginning to the end, Margaret Thatcher utilizes all of three Aristotelian rhetorical appeals. To begin with, Margaret Thatcher tries to influence the people by establishing ethos. This is one of the techniques applied by Margaret to ensure the audiences about her credibility. Margaret shows her credibility by building good willing, extrinsic ethos, and good sense or intelligence.

Good willing means the speaker should be able to get involved with the audiences, so that she understands the audience's need. Margaret uses good willing to show that she knows and understands the public need to have better prosperity. Politely and with soft intonation, she says "*I ask your help*" by this ethos appeals, finally she could lead them to win conservative party in general election 1979 in Britain.

Extrinsic ethos is what the audiences believe about the speaker before a word is uttered, because personal qualification, as established advanced degrees, training or certification. It also comes from the personal social hierarchy.

Margaret uses this extrinsic ethos to show her hierarchy. She uses this appeal after she has chosen as a prime minister, as what she says "*I take very seriously the trust placed in me by the British people today, and I will work hard every day to live up to that responsibility*". She delivers the speech firmly and well behave. So the audience will be paying attention to Margaret. It is because Margaret is Prime minister.

A good sense or intelligent is exist not in the mind of the speaker, but in the mind of audiences. A speaker may have high credibility for one audience and low credibility for another. In this finding Margaret uses by her good sense or intelligent by using utterance "sink it" to sink the Argentinean ship and retake the Falkland island. It means she understands the strategy of war.

As the result of using those kinds of ethos, the hearers not only pay attention to what Margaret said but also they do great actions. By applying good will of ethos, Margaret Thatcher wins the general election in 1979 as the Prime Minister of Britain. Then by applying good sense or intelligence, as the result the troops sink the Argentinean ship and retake Falkland Island in Falkland war.

After exposing ethos, Margaret also employs pathos. She employs more pathos rather than ethos, and logos. This is the mostly used technique applied by Margaret Thatcher. Hogan & Speakman (2006: 184) explain that using emotion to persuade is far more powerful than using facts. This is true because facts are cold and unfeeling. Emotions carry the meaning and can move people to take the action the speaker wants. Emotions happen first and literally guide the logic side

of the brain. The path of thought is always emotion, then logic. She touches the emotion of the hearers by using the words that can arouse the emotion of the hearers through the establishment of motivation, rhetorical question, sympathy, and repetition.

Margaret uses motivation to stimulate the hearer to be more confidence that they can do more than before. She motivates the labor to work hard by saying *“You are the backbone of our nation! Small firms like Loveday's Ice Cream I passionately believe that it's the growth of small businesses into larger ones that is critical for Britain's future. It's time to go to work. It's time to put the "Great" back into Great Britain!”*. She delivers this speech with soft intonation in front of the labor, she also performs like the labor in order to no space between government with the people.

Then, she uses rhetorical question, a question asked for effect, with no answer expected. It's a figure of speech of question that is asked in order to make a point, rather than to elicit an answer. In many cases it may be intended to start a discussion or at least draw an acknowledgement that the listeners understand the intended message. For example by saying *“1941, when Japan attacked Pearl Harbor. Did America go, cap in hand, and ask Tojo for a peaceful negotiation of terms'? Did she turn her back on her own citizens there, because the islands were thousands of miles away from the mainland United States?”*.

Margaret also uses pathos through repetition of the words to tease the audience. Repetition is simple repeating of word, within a sentence or a poetical

line, with no particular placement of words, in order to secure emphasis. It also has connotations to listing for effect. For example from the data in repeating “*some of you*” is. ; *Some of you... want to make concessions. Some of you want to make concessions. I hear, some of you, agree with the latest French proposals.* Margaret emphasizes *some of you* to make an allusion. So the government will feel that they are on the wrong side of the law.

Then sympathy is from the Greek word *Syn* “together” and *Pathos* “feeling” which means “fellow-feeling” is the perception, understanding, and reaction to the distress or need of another human being. Sympathy is used by Margaret to express her feeling concerning the struggle of the forces army in Falkland war. Especially to the heartbroken families whose their family were died. As what she says “*Shall I tell you what I'm going to write to every single one of these families, these heartbroken families? I'm going to tell them that no British soldier will die in vain... for the Falklands*”.

Finally, after employs ethos and pathos, Margaret employs logos, she exposes logos to make her arguments and claims reasonable and rational. To make the statements more logical and stronger, Margaret needs to support the statements and the arguments with the supporting points. It is used to support her idea. She utilizes logos trough analogy, syllogism, and causal reasoning.

Margaret, as the prime minister who takes the responsibility of Great Britain stays in her decision. In this occasion she applies logos appeal through analogy. She compares between something familiar and something unfamiliar. She let the

people in the room to recall Japan's invasion to America. *Just like Hawaii... I imagine. I'm sorry? 1941, when Japan attacked Pearl Harbor. Did America go, cap in hand, and ask Tojo for a peaceful negotiation of terms'? Did she turn her back on her own citizens there, because the islands were thousands of miles away from the mainland United States?* By this utterance the hearer will think twice if they let Falkland Island would be taken by Argentina. Then as the result of hearing this appeal they make a war to face Argentina invasion.

To prove the important of fix rate local tax Margaret employs syllogism. Just like what she says in data "*If you live in this country, you must pay for the privilege. If you pay nothing, you care nothing*" People must pay tax" is a claim while "people get the privilege" is a reason. "People care nothing" is a claim while "people pay nothing" is a reason. This part of argument is helpful to lead the audiences agree with the Margaret's idea. It can be like the syllogism

Major premise : Everyone who lives in this country must pay the privilege.
Minor premise : You live in this country
Conclusion : So, you must pay the privilege. If you pay nothing, you care nothing.

Then to keep the nation not to be bankrupt and keep the Falkland Island, Margaret uses causal reasoning. As what she says "*Gentlemen, if we don't cut spending, we will be bankrupt*" the example as follows:

Cause : The governments do not cut the spending.
Effect : the government will be bankrupt.

In this explanation, Margaret proposes the underlying reason why they should cut the spending England will be bankrupt if only government keep

providing subsidy for medicine. And she adds that the party was chosen by people because they believe in conservative party can restore the health and economic of British.

She also says “*The Falkland Islands belong to Britain, and I want them back*” she provides the cause effect as the logical view.

Cause : Falkland Islands belong to Britain.

Effect : So, England should retake Falkland Island (as the logical consequence).

In this explanation, Margaret underlying reason why they should retake the Falkland Island, though Falkland Islands are located off the coast of Argentina, it's still in the British territory. So, it's under the British authority. No one can provoke. As the prime minister, Margaret should have responsibility to keep the unity of Nations.

In addition, there new finding that become the novelty of this research. In this occasion, Margaret Thatcher as the main character of Iron Lady Movie uses all of three rhetorical appeals in one scene. These appeals can not be separated each other because those utterance are bounced each other. It can break the meaning when it is separated.

CHAPTER IV

CONCLUSION AND SUGGESTION

After presenting the findings and the discussion in the preceding chapter, the researcher makes a conclusion and suggestions. The conclusion is based on the formulated researched questions, while the suggestions are intended to give information to the next researchers who are interested in doing further researches for the same study.

4.1 Conclusion

According to the findings and the discussion in the previous chapter, the writer concludes the outcome of the present study that in Iron lady movie, Margaret Thatcher as the main character uses all of three rhetorical appeals proposed by Aristotle ethos, pathos, and logos.

Margaret Thatcher as the first female prime minister in Britain often applies rhetorical appeals. This is because she must be able to influence minister, government, and people to agree with her policies. In the iron lady movie she uses all of three rhetorical appeals proposed by Aristotle. She also employs two or three kinds of appeals in one utterance.

Margaret uses more pathos rather than ethos and logos. She uses pathos at least eight pathos appeals. It is because there is stereotype that woman should behave like a lady which is not allowed to show high temper. So it is a must for

woman to speak softly (Lakoff. 1975). In this case Margaret is woman who lives through this stereotype. She also uses three ethos and four logos appeals.

Because Margaret is a person who has high position in government's role, she puts rhetorical appeals into its function. For example, she explicitly asked the force army to sink Argentinean ship a war. Then she use rhetorical to show her credibility, she also reveals her good willing and good sense or intelligence

4.2 Suggestion

In this study, the writer analyzes the script of the movie based on the three rhetorical appeals of Aristotle ethos, pathos, and logos. To those who are focused on doing the similar research on three rhetorical appeals of Aristotle ethos, pathos, and logos. The writer suggests the future researcher to get the other object, whether it is from the news, speech, or the script of debate.

The writer also suggests the future researcher to decide whether you are going to focus on persuasion, or argumentation. It is because each has different degree of argument. If you are interested in persuasive study, focus on pathos and ethos, or if you are interested in argumentative study, focus on logos.

Moreover, the writer suggests the future researchers to develop the research by adding other theories with the same focus. For instance, if you are interested in conducting the research on rhetorical appeals with special focus on logos, take the theory of Stephen Toulmin concerning the argument.

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