

**A RHETORICAL ELEMENTS ANALYSIS ON THE
ARGUMENTATIVE ESSAYS IN ISLAMICA MAGAZINE**

THESIS

**By:
UMAR ALFARUQ A. HASYIM.
(04320024)**



**ENGLISH LETTERS AND LANGUAGE DEPARTMENT
FACULTY OF HUMANITIES AND CULTURE
STATE ISLAMIC UNIVERSITY OF MALANG**

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**A RHETORICAL ELEMENTS ANALYSIS ON THE
ARGUMENTATIVE ESSAYS IN ISLAMICA MAGAZINE**

THESIS

**Presented to
The State Islamic University of Malang
In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra*
(S.S.)**

**The Advisor
Hj. Rohmani Nur Indah, M.Pd.
NIP. 150 327 258**

**By:
UMAR ALFARUQ A. HASYIM
(04320024)**

**ENGLISH LETTERS AND LANGUAGE DEPARTMENT
FACULTY OF HUMANITIES AND CULTURE
STATE ISLAMIC UNIVERSITY OF MALANG
2008**

CERTIFICATE OF AUTHORSHIP

Name : Umar Alfaruq A. Hasyim

NIM : 04320024

Address : Jl Sulawesi, Kota Blitar Jawa Timur

Here by, I certify that the thesis I wrote to fulfill the requirement for the degree of *Sarjana Sastra* entitled *A Rhetorical Elements Analysis on the Argumentative Essays in Islamica Magazine* is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotation and bibliography. Due to this fact, I am the only person responsible for the thesis if there is any objection or claims from others.

Malang, 21 October 2008

Umar Alfaruq A. Hasyim

APPROVAL SHEET

This is to certify that Umar Alfaruq A. Hasyim's thesis entitled *A Rhetorical elements analysis on argumentative essay in Islamica magazine* has been approved by the thesis advisor for further approval by the Board of Examiners.

Approved by
The Advisor,

Acknowledged by
The Head of the English Letters
and Language Department,

Hj. Rohmani Nur Indah, M. Pd
NIP. 150 327 258

Dra. Hj. Syafiyah, M.A.
NIP. 150 246 406

The Dean of
The Faculty of Humanities and Culture,

Dr. H. Dimjati Ahmadin, M.Pd.
NIP. 150 035 072

LEGITIMATION SHEET

This is to certify that Umar Alfaruq A. Hasyim's thesis entitled
A Rhetorical Elements Analysis on the Argumentative essays in Islamica Magazine
has been approved by the Board of Examiners as the requirement for the degree of
Sarjana sastra.

Malang, 21 October 2008

The Board of Examiners

Signatures

1. Drs. M. Basri, MA, Ph.D (Chairman)
NIP. 150 268 807
2. Drs. H. Djoko Susanto, M.Ed, Ph.D (Main Examiner)
NIP. 150 299 503
3. Hj. Rohmani Nur Indah, M.Pd (Advisor)
NIP. 150 327 258

Approved by
The Dean of the Faculty of Humanities and Culture
The State Islamic University of Malang,

Dr. H. Dimjati Ahmadin, M.Pd.
NIP. 150 035 072

MOTTO

IF WE HAVE MORE POWER
WE HAVE MORE RESPONSIBILITY
(Peter Parker)



Dedication:

Mom and Dad for their love, advice, care, motivation, model and belief. My Brother and Sisters and all of my family for spirit and togetherness.

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ABSTRACT

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Argumentative essay as the product of writing aims at persuading the reader. People, today is not necessary to express their idea verbally, because there is more effective way to express the idea that is writing. Moreover, to obtain the goal of the idea, the writer should pay attention to the rhetorical elements namely, purpose, audience, and persona. Moreover, knowing the rhetorical elements will help the writer communicates clearly and effectively to the reader.

This research attempts to investigate the phenomena of rhetoric situation especially rhetorical elements used on argumentative essays in Islamica magazine. The research problem is how the rhetorical elements used on argumentative essays in Islamica magazine. To answer the research problem, formulation of research questions as follow: What is the purpose of the argumentative essays on Islamica magazine, what is the persona of the argumentative essays on Islamica magazine, who are the audiences of the argumentative essays on Islamica magazine, and what is the argument of the argumentative essays on Islamica magazine.

The descriptive qualitative method was used to conduct this research. This research describes and explains rhetorical elements used in argumentative essays on Islamica magazine. In analyzing the data, this study used the theory of Hairston, the elements of rhetoric (purpose, audience, persona, and argument). There are steps that are used in analyzing the data. Firstly, analyzing the elements of rhetoric (purpose, persona, audience and message) on the essays. Secondly, discussing and interpreting the founded data concerning with rhetorical elements. Finally, making conclusion as the result of the analysis on rhetorical elements.

Based on 17 data presented and analyzed at this study, it can be concluded that the rhetorical elements namely, purpose, persona, audience, and message are applied in those essays. Moreover, the purposes usually used in those data are predictive, and then followed by appraisive and corrective. In addition, the persona usually used in those essays is authentic voice and ethical appeal. Then, the audiences targeted are general audience and informed audience. And the argument mostly used is logical and non-logical.

Based on the research result, some suggestions concerning with the topic can be given to the students who learn concerning with the argumentative essay to pay attention to the use of rhetorical elements namely purpose, persona, audience, and argument as the basic elements of rhetoric. In addition, by knowing the use of rhetorical elements will help the students communicate effectively to the readers. Moreover, the researcher suggests to the next researcher who are interested in analyzing the rhetoric to expand the research and add sources or previous study in order to support and make the research more complete and perfect.

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CURRICULUM VITAE

CHAPTER I INTRODUCTION

This chapter discusses background of the study, problems of the study, objective of the study, significance of the study, scope and limitation of the study and definition of key terms.

1.1 Background of the study

Writing is an activity which is recommended by Allah SWT, Allah SWT states on holy Qur'an, **الَّذِي عَلَّمَ بِالْقَلَمِ** (the fourth verse of surah Al-alaaq). It means that Allah SWT teaches the human being with pen (writing). The statement can be assumed that, by writing we can obtain more knowledge. This is because in writing we are reading. Overall, surah Al-alaaq informs that, Allah SWT Creates human being from contemptible stuff then Allah SWT Makes them prosperous through writing and reading. Because by writing and reading, human being will obtain knowledge. Therefore, writing is recommended in order to increase our knowledge and finally we obtain our glory. By the reason above this research also important to be done.

Writing is one of language skill that is important to express ideas and opinions in the form of scientific writing. However, it is considered difficult by some writers because it needs some processes. The writers think out sentences and consider various ways of combining and arranging them. They reread what they have written as a stimulus to further writing. They should make notes, drafts and they also need to revise it for satisfying result. Besides, a good grammar and a

good organization are also required in order to be good writing. In short, writing is neither easy nor spontaneous activity.

Hairston (1986: 78) states that, in writing an essay there are four elements should be paid attention namely, purpose, audience, persona, and argument. He adds that the purpose always needs to begin by asking, “Why am I writing this? What is the need for it and what do I hope to accomplish?” In other words the writer should have clear idea of goals for the paper or essay. Meanwhile to identify the audience, the writer should pay attention to the key question, “Who are they? What knowledge of the topic or attitudes about it do they bring with them to their reading? And why are they reading?” Then, the persona (mask) is decided by paying attention to the authentic voice and the ethical appeal of the writer. And finally, to identify the argument, the writer should focus on logical and non logical argument.

Argumentative essay as the product of writing aims at persuading the reader. People, today is not necessary to express their idea verbally, because there is more effective way to express the idea that is writing. Moreover, to obtain the goal of the idea, the writer should pay attention to the rhetorical elements, purpose, audience, and persona (Hairston, 1986: 78). Moreover, Oshima and Hogue (1999: 2) add that knowing the audience will help the writer communicates clearly and effectively to the reader. Moreover, tone of writing reveals the writer’s attitude toward the subject by the choice of words, the grammatical structure, and the length of the sentences.

In addition, the purpose of a piece of writing will determine the rhetorical form—the organizational form and style—chosen for it. Therefore, to obtain the

goal of argumentative essay, the writer not only paid attention on the rhetorical elements, but also to the sentence structure and word choice.

This study is devoted to the elements of rhetoric of argumentative essays on Islamica magazine. Subsequently, there are some examples of rhetorical elements on Islamica magazine. For instance, the purpose is to inform young people from ten to thirteen years old to the effects of alcohol on their body and to try to persuade them not to start drinking. Moreover the audience is the type one audience (general audience). It consists of readers who are unfamiliar with the subject. Then the persona uses ethical appeal, which always gives example. And the argument uses non logical argument by using connotation and figurative language.

Islamica Magazine is a full-colour, glossy quarterly international magazine. It is published by the Centre for Inter-Civilization Dialogue Inc. This is a non-profit organization based in the US. Islamica Magazine's main aims are to broaden the perspectives on Islam and provide a voice for Muslims to articulate their concerns while establishing cross-cultural relations with their neighbors and co-religionists. The majority of Islamica's readership is in North America. Yet it has a significant presence in the UK and Europe and is distributed in over 20 countries worldwide. Moreover, the topics it cover include religion, family, mysticism, Law, Politics, History, Philosophy, Economics, Sociology, Anthropology, Psychology, Psychiatry, Health, Education, current affairs, culture, Science & Technology, Media, Literature, Poetry, Fiction, Art & Architecture.

There are some researchers have conducted some researches in the same field, such as Restuanto (1994), who has analyzed about "the rhetoric used in

scientific and technical text books”, Budiharso (2001), who has analyzed about “rhetoric and the linguistics features of English and Indonesian essays by EFL undergraduate students”, And the last is Sugiyanto (2005), who has analyzed about “rhetorical features of the English essay written by the sixth semester EFL students of D3 English program at Merdeka University Malang”.

Finally, the study which is entitled *rhetorical element analysis on the argumentative essays in Islamica magazine* is very important to be observed, because the research is very useful for the students who take writing course. Besides, this study is also useful for the next researchers who are interested in conducting researches on rhetoric, for the consideration and reference.

1.2 Problems of the study

In order to get clear description of the rhetorical elements on argumentative essays on Islamica magazine the writer states some problems of study as follow;

How the rhetorical elements are used on the argumentative essays in Islamica magazine?

This research problem is implemented in research questions, as follow;

- a. What is the purpose of the argumentative essays on Islamica magazine?
- b. What is the persona of the argumentative essays on Islamica magazine?
- c. Who are the audiences of the argumentative essays on Islamica magazine?
- d. What is the argument of the argumentative essays on Islamica magazine?

1.3 Objective of the study

In line with the problems of the study above, the objective of the study is to describe the rhetorical elements applied on the argumentative essays on Islamica magazine.

This research objectives to answer the research problem; it is done through answering the research questions. The objectives are follow;

- a. To identify the purpose of the argumentative essays on Islamica magazine.
- b. To identify the persona of the argumentative essays on Islamica magazine.
- c. To identify the audiences of the argumentative essays on Islamica magazine.
- d. To identify the argument of the argumentative essays on Islamica magazine.

1.4 Significance of the study

This study is expected to give useful information about the analysis of rhetorical elements on the argumentative essay. Moreover, the result of the study will give theoretical and practical contribution to the students.

Theoretically, the rhetorical elements analysis is rarely observed by the students of English language and letters department at State Islamic University of Malang. Therefore by conducting this research the students of English language and letters department who take writing course will obtain new knowledge concerning with analyzing rhetorical elements.

Practically, this research will be useful for the next researchers who are interested in conducting researches on the same field. It can be compared as their consideration and reference when they are conducting a research related to this topic.

1.5 Scope and Limitation

This study discusses the rhetorical elements of argumentative essays in Islamica magazine. This study focuses on analyzing four rhetorical elements such as; purpose (occasion for writing), audience (for whom the writing is done), persona (assumed role of the writer), and argument (the message or the content of the writing).

The object of the study is the argumentative essays in Islamica magazine. It is limited on several essays which are randomly selected based on various themes such as: Politics, Economics, Arts, and Sociology. The theory used in this research is Hairston's theory (1986: 79), four elements of rhetoric (purpose, audience, persona, and argument). Moreover, the purpose is divided into formative, corrective, appraisive, prescriptive and predictive (Flyn and Mc Guire 1982: 27). The persona is divided into authentic voice and ethical appeal (Hairston 1986: 93). Meanwhile, the audience consists of general audience, audience with some knowledge, expert or informed audience, and mixed audience (Flyn and Mc Guire 1982: 20). And the argument consists of logical and non-logical (Hairston 1986: 95). This research does not focus on the rhetorical features such as; linearity of ideas, the development of ideas, and coherence of the essays.

1.6 Definition of key terms

In order to avoid misunderstanding, it is very important to define the key terms that are used in this research, they are;

1.6.1 Rhetorical element

Rhetoric is the art in using language to persuade, convince, enlighten, and to discover knowledge, consisting of, purpose, audience, persona, and argument.

1.6.2 Essay

A group of paragraph consists of a single idea. Each separate paragraph of the essay explains some part of the essay's overall point.

1.6.3 Argument

Is a mode of persuasion in which the goal to convince the readers of the validity of the writer's position (argument) or move readers to accept the author's view and even act on it (persuasion).

Argumentative essay is a piece of writing several paragraphs long about one topic which purpose is to persuade the readers.

CHAPTER II

REVIEW OF RELATED LITERATURE

To understand the theory underlying this study, a brief review of related literature is given. It consists of rhetoric, the elements of rhetoric, the essay, and the form of essay, types of essay, Islamica magazine, and previous study.

2.1 Rhetoric

Rhetoric is the important thing in communication, it is began to be learned 2500 a go in ancient Greece. It was started when the democracy arise there, people compete to be able convey their ideas in the forum effectively, because it will lead the people have more influence in their society. Therefore ancient Greece people learned more rhetoric to obtain that predicate. Moreover, the situation today is not too much different. People still need to be able to express their ideas effectively if they want communicate them to others, and they still need to know how to construct a persuasive argument if they want to influence their community.

Rhetoric is the art using language to persuade, to convince, to enlighten, and to discover knowledge (Hairston, 1978: 76). Rhetoric as the art of convincing and enlightens is likely normal, but as the art of discovering knowledge is likely strange. In addition Saraka (1988: 19) states that the function of rhetoric is not simply to succeed in persuading the reader, but also to discover means of coming as near success as possible. To discover the means of persuasion can be done in two stages, namely analysis and application.

Besides, the art is learned by practice, and the discovery of what is effective in writing depends on practice and application (Saraka, 1988: 19). Therefore, rhetoric is also the art to discover knowledge.

2.2 The elements of rhetoric

Whenever writers write in order to communicate something to other people, the writers are involved in rhetorical situation. That is, the writers are writing in complex situation that has several elements in it, elements the writers need to think about as the writers write if the writers want their writing to succeed with their readers.

Oshima and Hogue (1999: 2) state that the elements of rhetoric are audience, tone, and purpose. Knowing the audience will help the communication between the writer and the reader more effective. Moreover the tone cannot be ignored because it is the style or manner of expression of the writer. And the purpose is of piece of writing determines the rhetorical form chosen for it.

In addition, Corbett (1977: 5) adds that there are four distinct elements of rhetoric, a writer, a message, a reader, and universe. Moreover, a diagram may help us see the four of elements:

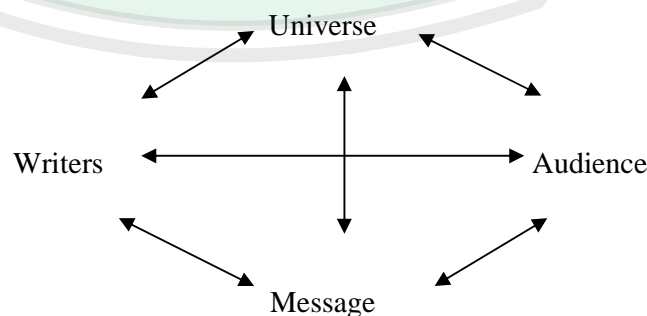


Figure 2.1 the elements of rhetoric (Corbett, 1977: 5)

The two-way arrow on this diagram suggests the reciprocal relationship among the four elements. In addition, the three elements, a writer, a message, and a reader, can be put in pronoun terms, an I, an it, and a you. Although a singular noun or pronoun is used here for the third element, reader, you most of the time in sustained piece of writing, the writer is addressing a group of reader. A word that carries this idea of plurality is audience, and it is this word that we will most often use for the third element. And the fourth element is universe, here the writer and the audience exist and about which the message perhaps talking.

Moreover, according to Miller (2005: 2) rhetorical elements are divided in to five namely, author, audience, purpose, topic, and context. The good writers or authors have one common characteristic, they are active readers. As readers, they are acquiring new information, much of which they may never use, although some of it will help them write. Moreover a good sense of audience is one of the most important factors in writing well. In addition the purpose is obviously used to accomplish the writers' objective. And topic is usually used by the writers to identify the specific part of the subject that the writers have discussed. In addition the context is the particular event or circumstance influenced the writing.

Meanwhile, Hairston (1986: 78) states that there are four elements of rhetoric, purpose, audience, persona, and message. Moreover, another way to know about rhetorical elements is on figure 2.2

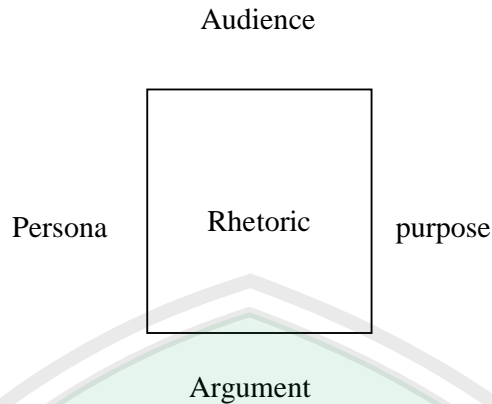


Figure 2.2 the elements of rhetoric (Hairston, 1986: 78)

The purpose is used to decide the goal. As people beginning to trip needs to have some ideas of destination otherwise there is not much point in starting out on either enterprise. Therefore it is essential to start off with some sense of purpose and direction; otherwise too much effort is wasted. Moreover the audience also needs to be paid attention, because the writers who want to be success have to cultivate the sense of the audience. The writers must know as far as possible, who their readers are and what assumption they can make about them, and they need to keep their readers in mind as they write if they expect their writing to achieve its intended expect. Meanwhile the persona or in Latin word means mask. In this persona, the writers have to decide the role that the writers are going to play for their audience. And the last element is argument, it is cannot be ignored. Because the argument is the basis of the existence of those elements above, purpose, audience, and persona.

Therefore, there are four theories of rhetorical elements stated by, Oshima and Hogue, Corbett, Miller, and Hairston. From the theories above the most relevant theory with this study are the Hairston's theory namely, purpose,

audience, persona, and argument. Moreover the Hairston's theory can cover others, besides that theory is easy to be accepted.

2.2.1 The purpose

A writer's purpose is essentially the same as a writer's motive, both term are used to describe what the writer hopes to accomplish. The benefit of having a clear sense of purpose is obvious, the writer much more likely to accomplish the writers objective if they know what it is. When the people are reading other people's writing, a good way to understand purpose is to ask his or her self why the writer chooses to approach a topic one way rather than another. For example, when reading a humorous essay, the reader might immediately recognize that the writer's motive is to amuse, but the reader might enrich the understanding of the essay by considering why someone would want to be amusing on this topic.

Moreover, Hairston (1986: 79) states that the writers always need to begin by asking, "Why am I writing this? What is the need for it and do I hope to accomplish?" they should have a fairly clear idea of goal for the paper. In addition Hairston (1986: 81) said that deciding the purpose can help the writers in several important ways. The first it can help the writers focus on their writing. For example, if the writer is enthusiastic runner and wants to write about the joys and benefits of running, he or she may start with general idea of what the writer going to say, but the writer needs to start narrowing early and the writer decides what she or he does. In this case the writer cannot tells everything he or she knows, therefore the writer should fine a specific purpose and try to not to digress. The writer will probably continue to sharpen and refine that general purpose, but it is

still important to begin the writing with a define sense of what the writer want to accomplish. For instance, the writer can write about how to avoid injures when running or about to train for a marathon. In short writing out the purpose a head of time will remind the writer to stay with his or her specific topic.

The second, writing out the purpose the writers to see their writing in the context of rhetorical situation in which the writers working and keep the writing voiceless. Moreover when the writers think about the purpose they should think about the audience and what they want to accomplish with their readers. For example, if the purpose is to explain warm-up and stretching exercise to a new runner so that she will not injure herself, the writer can visualize a specific person for whom the writer writing and think about the writer wants to accomplish for her.

The third, writing out statement of purpose can be an excellent generative device that helps the writers discover some of the points they want to make in their paper.

In addition, to make the writer's material more significant and engrossing for the audience, the writer can use the derived purposes; these are the special goals and effects cooperated into an essay. Flyn and McGuire (1982: 27) state that they are five derived purposes namely, a formative purpose, a corrective purpose, an appraisive purpose, a prescriptive purpose, and a predictive purpose. Moreover Flyn and McGuire (1982: 27) add that a formative purpose usually seeks to modify, change, or expand readers' existing values, or to introduce new personal values and attitudes. It is also encourage reader to put their skill. Meanwhile a corrective purpose is often associated with essays by existing

misconception, false ideals or notion, blind loyalties. In addition an appraisive purpose is most commonly associated with comparison and contrast analysis, for the process itself is basically a judgmental one. Then a prescriptive purpose assumes that the readers will welcome recommendations for a new course of action. And a predictive purpose can be impressive and helpful if well founded.

Finally, deciding the purpose is the important part in writing an essay, because the purpose guides the writer. Moreover it will help the writer to decide what to put in and what to leave out. In addition to make easier in deciding purpose, a writer needs to begin by asking “Why am I writing this? What is the need of it? And what do I hope to accomplish?” It is important to state the purpose, because it keeps the writing on course, focus the writing, puts the writing in context and generate the materials. Moreover the writer in writing an essay is suggested to use derived purposes that consist of, a formative purpose, a corrective purpose, an appraisive purpose, a prescriptive purpose. Those derived purposes will signify the material in order to engross the readers.

2.2.2 The audience

All writers expect to be successful writer on readers’ image. Therefore the writers have to cultivate a sure sense of audience. Moreover the writers must know, as far as possible, who their readers are and what and what assumption they can make about them, and they need to keep their readers in mind as they write if they expect their writing to achieve its intended effect.

Moreover, type of audience can influence every aspect of how the writers shape an essay subject. Flyn and McGuire (1982: 20) state that in writing an essay

the writers have to pay attention of four audiences, audience 1 (general audience), audience 2 (audience with some knowledge of subject), audience 3 (expert, informed audience), and audience 4 (mixed audience). In this case the writers should treat those audiences differently. The general audience which consist of readers who are totally unfamiliar with the subject or who have only scant information about it, the writers should assume that its member are willing to gain some knowledge. Meanwhile, the audiences with some knowledge with the subject actually have possessed some knowledge and therefore are interested in the writers' subject, but this knowledge is inadequate and even incorrect. The next audience is expert, this audience is person who is truly knowledge able about the subject, and such audience brings out the writers' best efforts because the writers must be equal to the situation. And the last is mixed audience; this audience is the mixture among audiences above. In this case, the writers may not partial; the writers should balance the idea they write to the mixed audience. For instance, if the writers write about a topic, the topic must give understanding to audience with some knowledge and raise the appreciation from the expert audience.

Furthermore, to make easier in identifying the audiences, the writers can use the key questions about the audience. Hairston (1986: 85) states that the key questions the writers may not ignore are "Who are they?", "What knowledge of the topic or attitudes about it do they bring with them to their reading?" and "Why are they reading? What do they need or expect to obtain from the reading the writers write?"

Finally, to know the audiences are very important the writers write for the audience. Therefore to make it easier in understanding them, they are divided into

four, general audience, audience with some knowledge, the expert audience, and the mixed audience. Moreover, the writers can also use the key questions which devote to the audience knowledge.

2.2.3 The persona

The term persona best describes that role because it is comparatively neutral term. Persona derives from Latin word for the mask worn by the actor in ancient classical drama, mask that classified their role for the audience. A smiling mask for the comic character, and a sorrowful one for tragic character. Thus, persona is an apt word to describe the identity assumed by the writers.

When the writers are writing, however, the writers have fewer clues to guide them; therefore, it is a good idea to think about their persona before they frame an appeal on an important issue. Moreover to decide persona in their writing, the writers should pay attention on two elements. Hairston (1986: 92) states that the two elements on the persona are the authentic voice and the ethical appeal. The authentic voice is critically ingredient of any successful writers' persona, that quality in a piece of writing that makes readers feel there is real person doing the writing, someone who cares about what he or she is saying and genuinely want to communicate with the readers. In addition to project the authentic voice, the writers have to write honestly and sound genuine in whatever role or persona they adopt. The writers have to invest something in their writing, care about their topic, and not give the impression that the writers' are hiding behind the mask.

Moreover, Hairston (1986: 93) adds that the ethical appeal is closely related to authentic voice but subtly different, ethical appeal is based on the character, reputation, and expertise of the writers. Thus, the writers establish strong ethical appeal only by appearing confident and rational and by consistently behaving in ways that make people trust them. Meanwhile, to create the ethical appeal and lead the people trust the writers. Therefore to create the ethical appeal, Hairston (1986: 93) states that the writers should avoid extreme “always” or “never” statements, write clearly, add the “weight of facts” to the writing by giving example, not overstate the case or claim too much, show they have done the work and know what they are talking about, and avoid making bad impression.

Therefore, it cannot be avoided that the persona as one of the important elements in rhetoric. By stating persona in the writing, the writers want to make the readers trust them. Thus, to make it real, the writers need to state the authentic voice and ethical appeal on that writing, both of them are elements of persona.

2.2.4 The argument

An argument is an ordered presentation of support of position that the writers want others to accept. In addition, an argument is made up of an opening statement of position, any back ground information that the readers may need to follow the argument, the evidence that the writers use to support and defend the writers’ position, including an answer to opponents’ argument, and a concluding statement, if needed. In addition, the writers are likely to think of an argument as a means of persuading others to accept the writers’ opinion, but it is first for all

method by which the writers arrive at these opinions. The writers examine evidence and reach a conclusion from it, and the relation between the audience and the conclusion is the writers' argument. In this sense the argument is a form of thinking.

As a means of persuasion, argument is divided into two categories.

Hairston (1986: 95) states that there are two categories of arguments, logical and non logical. The logical argument tries to persuade by setting in motion thought process that will culminate in the audiences' reaching desired conclusion. Meanwhile, the non logical argument is commonly used in persuasion are connotation, figurative language, tone, and diction. In addition, Mc Crimon (1963: 314) states that premise and conclusion relationship is the basic of argument. In this case, argument as the means of persuasion can be arranged into three steps, premise, assumption, and conclusion.

Furthermore, Inman and Gardner (1968: 296) argue that the arguments can be divided into two categories, causal and judgmental argument. Meanwhile, the causal argument is consisting of causal direct and indirect. The direct causal argument consists of statement of purpose, preliminary position, the basic question, the proof, and conclusion. Moreover, the structure of indirect causal argument consists of reference to or description of the effect, the question –why does this situation exist? Or how can one account for this situation. The background of the situation is the thesis, the proof, and the conclusion. And the judgmental argument consists of introduction, statement of fact, the central statement, the proof, reputation, and conclusion.

Every writings must have something to reach, so does the argument. Cruises and channel (2003: 16) state that the argument consists of several aims, arguing to inquire, arguing to convince, arguing to persuade, and arguing to negotiate. Moreover, arguing to inquire uses reasoning to determine the position on an issue. Arguing to convince offers reason and evidence in support of the writers' opinion. Arguing to persuade attempts to influence not just thinking but also behavior. And in arguing to negotiate, the writers have already attempted to convince on opponent of their case and to persuade that opponent to set the conflict or dispute to our satisfaction.

Finally, the argument is logical persuasion. It is divided in two categories logical and non-logical argument. Causal and judgmental argument includes logical and non-logical argument. Furthermore, the argument also has aims, to inquire, to persuade, to convince, and to negotiate. Thus, the argument consists of logical and non-logical.

2.3 The essay

An essay is a group paragraph about a single idea. An essay is longer than a single paragraph because the point it makes is more complex, moreover the essay is also more formal composition. Each separate paragraph of the essay explain some part of the essay overall point. That is the main idea of each paragraph helps prove the point the essay makes. Meanwhile, the paragraphs in an essay designed into three categories, introduction, main body, and conclusion (Langan, 2002: 284).

2.4 The form of the essay

The form of essay is divided in to three parts, as Brereton (1978: 40) states that an essay has three parts, an introduction, the main body, and a conclusion.

Another way to think of essay's form is in figure 2.3.

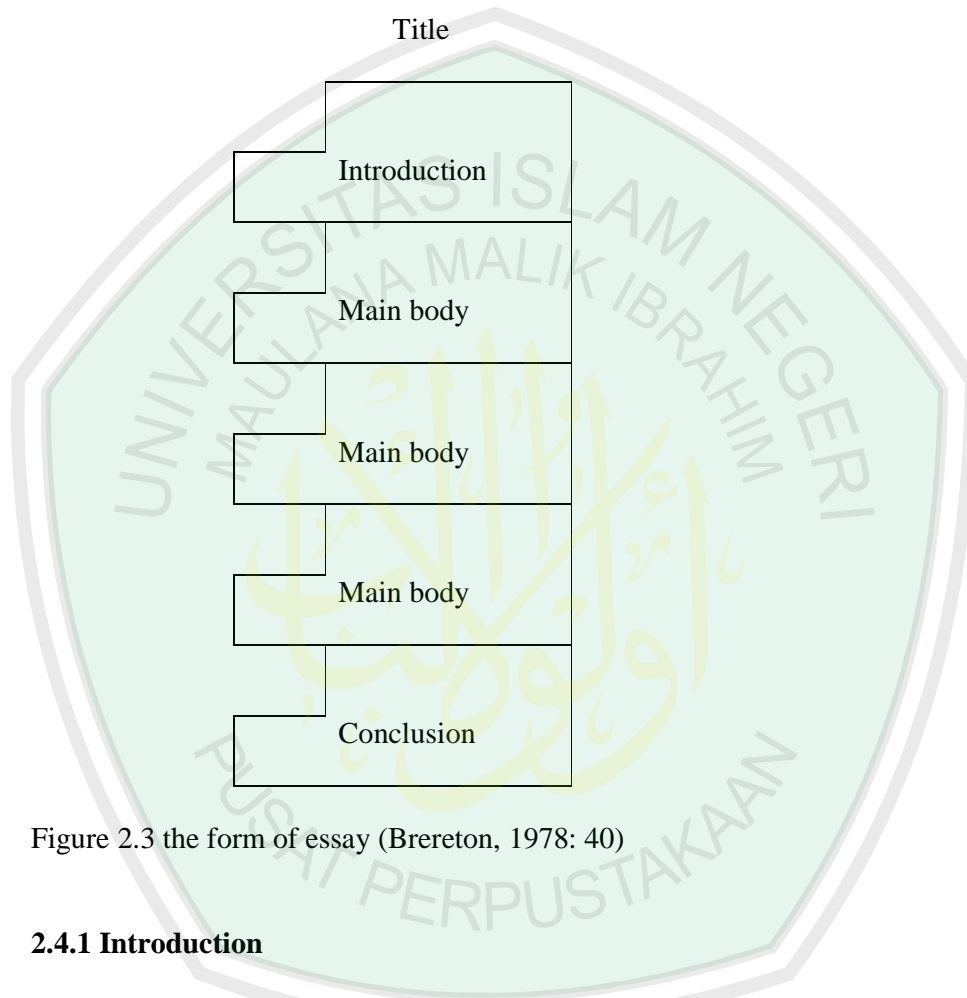


Figure 2.3 the form of essay (Brereton, 1978: 40)

2.4.1 Introduction

The introductory paragraph on an essay is aimed to attract the readers' interest. It consists of two parts, a few general statements about the subject to attract the readers' attention and a thesis statement to state the specific subdivisions of the topic or the plan of the paper (Oshima and Hogue, 1999: 101).

To make the introductory paragraph on an essay more interesting, there are common methods of introduction. Langan (2002: 287-288) proposes six methods of introduction, contrast, relevance, anecdote, questions, and quotation.

2.4.2 Body

Body paragraph of the essay is also well known as supporting paragraph. Most essays have three supporting points, developed in three separate paragraphs (Langan, 2002:289). Each of supporting paragraphs should begin with a topic sentence that states the point to be detailed in that paragraph. Just as the thesis provides a focus for the entire essay, the topic sentence provides a focus for each supporting paragraphs. In addition Oshima and Hogue (1999: 101) argue that the writers can organize a paragraph on the body just as organizing the ideas on that one, by chronological order, logical divisions of ideas, comparison and contrast, etc.

2.4.3 Conclusion

The concluding paragraph often summarizes the essay by briefly restating the thesis, and at times, the main supporting point. Also, the conclusion brings the paper to a natural and a graceful end; sometimes leave the reader with final thought on the subject.

Oshima and Hogue (1999: 107) state that the final paragraph in an essay is conclusion, which tells the reader that the writer have completed the essay. First, the writer writes a summary of the main points discussed in the on the body of the essay or rewrite the thesis statement in different words. Then the writer adds the

final comments, take this opportunity to make a strong, effective message that the reader will remember.

2.5 Types of essay

Traditionally, all writing has been divided in two four major form or modes, the first is exposition which consists of example, reason, process, comparison and contrast, definition, and division and classification. The second is description, then the third is narration, and the last is persuasion (Langan, 2002: 161). Furthermore, it is developed in to six major forms of essays, description, narration, definition, process, comparison and contrast, and argumentation (Brereton, 1978: 59).

In this study the writer go with the six major form of essays, description, narration, definition, process, comparison and contrast, and argumentation, because it represents the four major forms of essays in other word it is more complete.

2.5.1 Descriptive essay

Description is verbal picture of person, place or thing. Furthermore, to make the “verbal picture” as vivid as possible, the writer should observe and record specific details that appeal to the readers sense (sight, hearing, taste, smell, and touch).

Furthermore, Brereton (1978: 59) argues that in describing the place or thing, the writers should limit the description. For instance, in describing a place, the writers should limit the description to a small place -a room, a house- instead

of something as large as a city or country. In addition, he (1978: 59) adds that there are two ways to go about writing a description of place, start from the overall impression and break it down in to the details, or start from the details and build up to ward on overall impression.

In addition, Brereton (1978: 64) argues that the same strategies the writers used for description place or thing can be used to describe a person. The writers may choose the general feeling at first and then find details to back it up, or the writers may find plenty of the details and work toward a general feeling that seems to sum them up. But whichever path the writers choose, the fact to keep in mind is the need to relate the writers' details to the person's characters. Moreover, in description of a person, the writers must be selective. The writer cannot tell a biography or tell everything they know, that would take for too long. Instead, the writers most work toward creating a single, dominant impression. This impression is kind of thumb nail sketch, which will become the main idea of the description.

As a result, the description essay is called as verbal picture. Commonly this essay describes about a place or thing and a person, the writers are best to limit such a thing or a place. Meanwhile, in description of a person, the writers should be selective; they cannot write what everything they know, because that would take far and too long.

2.5.2 Narrative essay

A narrative is a story, a novel is a narrative and so are many jokes.

Whenever someone says, “let me tell you what happened to me today”, that person is beginning a narrative. It is no exaggeration to say that the narrative is the most familiar type of communication.

Moreover, as a story, narrative has to have some purposes or goals.

According to Brereton (1978: 67) that there are ways the narrative can obtain the purpose or goal, tell exciting story, illustrate a point about human nature, make people laugh, show how the experience can change one's life, and get to the heart of a common and everyday accuracy. In this case, the writers do not tightly use all terms in writing narrative, but they can choose one of them as the theme they write.

In addition, in presenting the narrative, the writers cannot ignore the speakers, the order, the form, and the conclusion. The speaker in narrative usually uses first person and the third person. Meanwhile, the order in the narrative usually demands the chronological order, the order in which events happened. And in term of form, the narrative will have order if the point is clearly expressed in the opening or concluding paragraph and the sequence of events is clearly marked with transitional words. In the conclusion, the writers can tell the impressions they obtain from the events, what the writers decide to do, or what experience meant to the writers (Brereton, 1978: 70).

As a result, the narrative is the most familiar type of communication. Because people usually applied this in their live, for instance in novel, in their daily communication and etc. Moreover in the case of writing a narrative, the

writers should have some point or goal, which consist of, telling exciting story, illustrating a point about human nature, making people laugh, showing how the experience can change one's life, and getting to the heart of a common and everyday accuracy. Meanwhile, to present the narrative the writer suggested using the speaker in term of first and third speaker, the order in chronological one, use chronological words, and the conclusion can tell the impression.

2.5.3 Definitive essay

The situation is called definition when people want to give strictly personal meaning to a common term, to put an ordinary word in a new light. In addition the definition crops up in writing whenever people dealing with unfamiliar technical terms, people may have to define them. It also happened when some of the writers' ideas may not be clear to the average readers, therefore it needs clarification.

Furthermore, in definition an essay is not the same as in other writing. If the writers want to define a word they cannot look up the word on the dictionary, unless the definition comes from the writers which more extend. Therefore, the definition essays are called as extended definition (Brereton, 1978: 73).

In addition, Brereton (1978: 74) argues that one good way to of beginning a definition essays is to say what the word does not mean to the writers or to say what the word means to other people. Then devote the rest of the essay to the contrast between that meaning and the writers' view.

Therefore, the definition essay is not as a simple as defining a difficult word that can be found from the dictionary. The definition in this essay is more

extend. It is from the definition the writers obtain from dictionary and the view of the writers. Therefore this essay is called extended definition.

2.5.4 Process essay

In daily activities, people perform many activities that are processes in which the series of steps carried out in a definite order. Many of these processes are familiar and automatic: for example cooking noodle, starting a car, and etc.

Subsequently, Brereton (1978: 76) proposes that an essay about a process which has to explain and describe. The writers are the expert and the readers are the learners. The writers' job is to make sure the readers understand every single step of the process as they are guided clearly through the whole operation.

The process essay is well known by "how to" essay, therefore this essay consists of steps. Moreover Brereton (1978: 78) argues that the order of performing the process is strictly chronological, every step must follow the previous one in time. In addition, to make it more successful, a process essay must explain clearly each step of an activity, the key to prepare writing such an essay is thinking through the activity as though the writers' doing it for the first time (Langan, 2002: 186).

As result, the process essay is called as "how to" essay. This essay consists of steps, in other word it is applied chronologically. In addition the process essay has to explain, the writers are the expert and the readers are the learners.

2.5.5 Comparison and contrast essay

Comparison and contrast are two everyday thought process. When people compare two things, they show how they are similar, when people contrast two things; they show how they are different. The purpose of comparing and contrasting is to understand each of the two things more clearly and, at times, to make judgment about them.

They are two basic approaches in constructing the comparison and contrast essay. As Brereton (1978: 86) argues that the approaches in constructing the comparison and contrast are by ordering characteristic and by item. Furthermore, ordering the characteristic usually requires a separate paragraph for each characteristic. Meanwhile, ordering the item calls for two longer main body paragraphs, one for each items being contrasted.

Therefore, comparison and contrast are two items. The comparison states the similarity and the contrast states difference. Moreover to construct that essay, the writers usually write on the form of ordering characteristic and item.

2.5.6 Argumentative essay

An argumentative essay is one that attempt to change the readers' mind, to convince the reader to agree with point of view or opinion of the writers. The purpose of the argumentative essay is to convince the readers that the writers' positions are the better one. An argumentative essay attempts to be highly persuasive and logical.

In argument the central statement answer the question why. All formal argument is in logic. It focuses on an issue and establishes the controversial nature

of the topic. More specifically, argumentation focuses the rational, logical appeal and emphasizes instruction in deductive and inductive reasoning (Conor in Sugiyanto 2005: 33).

In addition, (Smally and Ruetten in Sugiyanto 2005: 33) illustrate five characteristics of the argumentative essay. The argumentative essay should introduce and explain the issue or case. The essay should offer reasons and support for those reasons. The essay should refute opposing argument. If an opponent does have a valid point, concede that point. The conclusion should follow the argument.

Finally, the argumentative essay answers the question why. Meanwhile to answer that question the writers should use rational, logical appeal and reason. It applied, because the argumentative essay is an attempt to convince the audience.

2.6. Islamica magazine

Islamica Magazine is an international magazine. It is published by the Centre for Inter-Civilization Dialogue Inc, a non-profit organization based in the US. In addition, this magazine published because Islam is one of a handful of topics in the English-speaking world for which expertise or knowledge is not a prerequisite for voicing one's opinion. The result is akin to a playground where the one who yells the loudest is by default correct. While this process of discerning right from wrong and good from bad is hardly acceptable in any other area of human concern, it often passes as expertise for inquiries on Islam.

The mainstream voices are drowned out not because they don't exist, but because no one can hear them. The irony of the situation is that reasonable,

articulate, grounded and authentic voices exist within and without the Muslim community in the West. However, these voices remain outside the popular discourse because few forums exist for them to reach broader public discussions.

In a society that is so profoundly influenced by the written word, Muslims remain on the fringe. While Muslim scholars continue to produce important academic publications, they are often specialized and outside the purview of the common reader. They speak often, but are generally heard by Muslim communities or specialized groups that are already familiar with their ideas and thoughts. It is not that Muslims lack fresh ideas, but rather are missing a forum to communicate ideas within the broader cultural and political discourse.

It is the forum that Islamica hopes to establish. There are few independent Muslim periodical publications editorially and stylistically strong enough to generate an audience both inside and outside the Muslim community. Islamica Magazine hopes to fill this void. Furthermore, their goals are neither seeks to become the authoritative voice of Islam nor does it assume the role of presenting Islam to the Western world. In the best traditions of both historic communities, the magazine seeks to present ideas, discussion and thoughtful debate on the most pressing issues of our time. The magazine invites any and all to participate in this dynamic process that the magazine hope will, God-willing, unfold between the pages of the magazine and website.

2.7. Previous study

Based on the previous research it can be concluded that some of the studies about rhetoric have been conducted before. However some researches mostly study specific aspects of rhetoric, for instance, Restuanto (1994), who has analyzed about “the rhetoric used in scientific and technical text books”. He focused on determining the organizational patterns of the discourse in EST text books in term of frequency of occurrence. In addition, he found that EST text books’ writer tends to apply rhetorical function of description and visual verbal relationship than other types of rhetorical function. He also found that, the writer of EST text books tend to use rhetorical technique of causality and result and illustration that types of rhetorical techniques to provide the relationships within and between rhetorical function units.

Budiharso (2001) has analyzed about “rhetoric and the linguistics features of English and Indonesian essays by EFL undergraduate students”. He focused on analyzing rhetoric and the linguistics features of English and Indonesian essays by EFL undergraduate students of UMM. The aims of this study is to compare the similarity and difference of rhetoric and linguistics feature of English and Indonesian essays made by EFL undergraduate students of UMM. Moreover he found that the similarity was shared in the linearity and non-linearity of ideas, development of ideas, coherence, and sentence complexity. The linear English and Indonesian essays served similarity in the use of general statements preceding thesis and controlling ideas in the introductory paragraph.

Sugiyanto (2005) has analyzed about “rhetorical features of the English essay written by the sixth semester EFL students of D3 English program at

Merdeka University Malang”. He found that the EFL students in this study produce linear and non-linear English essays, general statement, and controlling ideas were used in the introductory paragraph, each controlling idea was clarified in the body of paragraphs supporting the detailed information of the topic. However, information irrelevant to the topic appeared and the concluding paragraph failed to clarify the topic the non-linear English essay, on the other hand, produced no thesis statement and no controlling ideas, unrelated ideas in the body paragraphs and degressive development in the whole essays. Degressive or ideas resulted comment from one sentence to another, details in the body paragraph deviated from the topic and concluding paragraph added information irrelevant to the topic.

Finally, from the researches done by the some researchers above, commonly they observe rhetorical features. Different from others researches mentioned above, this research focuses on analyzing the elements of rhetoric that consists of purpose, audience, persona, and argument.

CHAPTER III

RESEARCH METHODS

This chapter discusses research design, data sources, research instrument, data collection, and data analysis.

3.1 Research Design

In arranging this study, the research uses a descriptive qualitative research design. It is a descriptive one because it aims to describe the data obtained as they are found in Islamica magazine. This study is considered as qualitative because the data collected are mostly in the form of words in argumentative essays rather than number or not statistically analyzed.

The study intends to identify and to describe the element of rhetoric on Islamica magazine. The elements of rhetoric stated by Hairston (1986: 78) are, purpose, audience, persona, and argument.

3.2 Data Sources

The data of this study are argumentative essays in Islamica magazine. The data are compilation of seventeen argumentative essays in Islamica magazine. The argumentative essays are randomly selected based on various themes such as: Politics, Economics, Arts, and Sociology.

3.4 Research Instrument

Since a research instrument is tools or facilities that are used by the researcher to collect data in order to make research process done easily, systematically and completely, human instrument is used in this research. The researcher himself becomes the research instrument who actively and directly participates in data collection and data analysis.

3.5 Data Collection

The data of this study are collected by reading and selecting the appropriate data. The data are randomly selected from argumentative essays in Islamica magazine based on various themes such as: Politics, Economics, Arts, and Sociology. This is carefully done to obtain a perfect understanding based on the research problem.

3.6 Data Analysis

In analyzing the data, this study used the theory of Hairston, the elements of rhetoric (purpose, audience, persona, and argument). There are steps that are used in analyzing the data. Firstly, analyzing the elements of rhetoric (audience, purpose, persona, and message) on the essays. Secondly, discussing and interpreting the founded data concerning with rhetorical elements. Finally, making conclusion as the result of the analysis on rhetorical elements.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter discusses about the rhetorical elements namely purpose, persona, audience, and argument that are found in argumentative essays of Islamica magazine.

4.1 Findings

Data 1

Title : Old Damascus: A plan to Destroy Paradise

Writer : Rana Karbani (a leading author and broadcaster)

A. Purpose

The purpose in this essay is predictive purpose. It is found in paragraph 9, the clue is below;

(9)Now the Syrian regime is gearing up to fail it bitterly too, if these foolhardy plans are not torn up at once. Indicative of little educated taste, no specialist expertise, historical or cultural sensitivity, and with an eye on profit and political expediency only, such plans would produce inappropriate monstrosities, replacing what is unique and timeless with what is merely debased. They would create even more pressure on an old city that is already choking from pollution and parched from lack of water, which has been unloved and uncared for far too long...

In this essay Karbani tries to show the future view concerning with the effect of the plan conducted by Syrian regime. He predicts, if the plan to build the city (Old Damascus) is not stopped, the city will find many problems. For instance, it will produce inappropriate monstrosities. Moreover, the city will also lose its uniqueness, obtain more pollution and also lack of water.

B. Persona

The persona in this essay is authentic voice. The clues are found in paragraph 2, the details are below;

(2)As a Damascene, with a passionate love for this gem of a city, and with family links to two of the quarters that are presently threatened with demolition, I read this plan as indicative of all that has gone wrong with Syria...

According to the clues are found, Karbani wants to show the readers that he is the real writer who reads and understand concerning with the plan of Syrian regime. Furthermore, he wants to inform that the plan is threatened the family link of the city and also the authenticity of the Old Damascus.

C. Audience

The audience found in this essay is general audience. It is found in paragraph 4, the details are below;

(4)The projects presently being planned for Old Damascus are an example of this trend, but they may have far graver implications than the already grave ones of destroying Mameluk and Ayyubid heritage sites, which belong to the world and to future generations. One part consists of a political and financial "joint-venture" with Iran, to clear an ancient residential area around the tomb of Ruqiyya, Ali's granddaughter and the daughter of Hussein, to further expand the mosque there, to create a parking-lot, as well as an intrusive motorway for bus-loads of Iranian pilgrims to come directly from the airport to the site by car. This would change the ethnicity of the place, which is Arab Sunni Muslim and Christian...

In this essay, Karbani argues that the readers do not understand the real effect of the plan. Therefore, he gives the real example about the same plan which is done in Iran. Iranian government wants to expand the mosque and build the parking lot, consequently they should clear the residential area around the tomb of Ruqiyya (Ali's granddaughter) which is settled by Arab Suni Muslim and Christian. And the result of that project is the rise of social problem such as changing the ethnicity.

D. Argument

The argument is found in paragraph 8, it is called as logical argument.

The clues are below;

(8) Old Damascus was designated a World Heritage Site by UNESCO more than thirty years ago, and ranks alongside places such as Venice, Fez, and Cordoba as a vital example of layered civilization. A museum city, it has diverse and dazzling relics, buildings and artworks. The Aramaeans, Assyrians, Babylonians, Persians, Greeks, Romans, Byzantines, Umayyads, Abbasids, Seljuks, Ayyubids, Mameluks, Franks, Ottomans and French all left their mark here. It continues to have a rare and poignant charm, despite the many indignities and aggressions it has suffered...

In this essay, Karbani wants to show the logical argument from the testimony of the UNESCO. In this essay UNESCO states that since thirty years ago the Old Damascus to be one of the world heritage sites, as well as Venice, Fez, and Cordoba.

Data 2

Title : Why Religion and Politics Don't Mix?

Writer: Firas Ahmad (the deputy editor of Islamica magazine)

A. Purpose

The purpose in this essay is predictive, it is found in paragraph 5. The detail is below;

(5)... If Muslims learn anything from Falwell, it should be that religion, reduced to political ideology, does little for one's faith and even less for society...

In this essay, Ahmad as the writer wants to give future description concerning with the Falwell's research. He predicts if Muslims learn from the research conducted by Falwell, they can reduce political ideology by using religion.

B. Persona

The persona which is found in this essay can be categorized as ethical appeal. It is found in paragraph 2, the detail is below;

(2) During the '70s, after a series of left-leaning Supreme Court decisions and an increasingly liberal subculture took root in the country, Falwell determined that mixing religion and politics was necessary to realize a more Christian society... Falwell rewrote the history of American politics when he allied the Moral Majority with Ronald Reagan, playing an important role in Reagan's landslide victory in 1980 over Jimmy Carter...

In this essay, Ahmad shows the facts that during 1970's after increasing the liberal subculture and decisions of left leaning supreme, Falwell raise his statement that mixing religion and politics is needed to realize Christian society at that time. Another fact found in this paragraph, when Falwell was the main actor on the victory of Ronald Reagan over Jimmy Carter. Furthermore, Falwell rewrite such victory in to history of American politics.

C. Audience

The audience found in this essay is categorized as general audience. The clues are found in paragraph, the details are below;

(2)...Falwell rewrote the history of American politics when he allied the Moral Majority with Ronald Reagan, playing an important role in Reagan's landslide victory in 1980 over Jimmy Carter. The irony of this relationship, and one that serves to illustrate the inevitable hypocrisy that all preacher-turned-politicians must embrace, was that of the two presidential candidates, it was Carter who was more so the believing evangelical Christian. Reagan had little to do with the religious ethos of Southern Christianity.

Ahmad assumed that the readers do not have any idea about the topic, in other words, they do not know about the background of the two candidates. Furthermore, Ahmad informs that both candidates have differences, Carter believes in evangelical Christian and Reagan has no believe in southern Christianity.

D. Argument

The argument in this essay is called non-logical argument, it is found in paragraph 3, 4, and 5. The details are below;

(3)... *Religion is never more meaningless than when it becomes the pawn of political or economic ambition...*

(4)... *Politics is necessarily a dirty game, religion is not. But when the two interact, religion does not clean up politics, it usually gets infected by it...*

(5) *This is not to say that there is no place for religion in the public square. Islamic civilization is instructive in this regard. Although religion has always played a vital and important role in society, the greatest Islamic scholars were the ones who refused to have their ethical and moral dispositions determined by the needs of power. Instead, they served as a sort of check and balance to the policies of government...*

In this essay, Ahmad shows his own argument (tone). He argues concerning with the religion and politic, he states that religion is meaningless when it becomes political and economic ambition. Moreover, he adds that both religion and politics cannot be mix, because politics is dirty game meanwhile the religion is not. He also argues that there is a space for religion in society, as long as a religion is placed as balancer.

Data 3

Title : The West Should Promote Islamic Banking

Writer: Rodney Wilson (the director of post graduate studies at Durham

University's institute for Middle Eastern and Islamic studies)

A. Purpose

The purpose of this essay found in paragraph 5, it is called as appraisive purpose. The detail is below;

(5)Islamic banking is here to stay, is an opportunity rather than a threat, and has an exciting future...

In this essay, Wilson wants to ensure readers by giving judgment to them concerning with Islamic banking. He judges that Islamic banking is save, in other words, it is an opportunity to obtain goodness than a threat.

B. Persona

The persona in this essay is ethical appeal. It is found in paragraph 1. The detail is below;

(1)...An alternative view is that as increasing numbers of people in the West are dissatisfied or sceptical about the banking services they receive, and see them as exploitative or even unethical, the emergence of Islamic banking with its own distinctive morality results in Islam projecting a much more positive face. Many Western bankers view Islamic finance as a curiosity, and perhaps even a business opportunity, but seldom as a threat comparable to that from Muslim extremism. Indeed Islamic banking and finance can be regarded as a gentler side of Islam, and one in which those from the West can engage in dialogue with Muslims...

In this essay, Wilson tries to give the fact to the readers that people in the west try to change their saving to Islamic banks, because they do not satisfy with the service they are obtained from their banks. Meanwhile, western bankers find the solution to solve the problem, they believe in Islamic finance. They believe in Islamic banking and finance as business opportunity.

C. Audience

The audience is found in paragraph 5, it is called general audience. The clue is below;

(5)...There is no Islamic bank in Israel for example to serve its Muslim population, but if the Central Bank of Israel licensed such an entity it could create much goodwill. It might also encourage the Jewish population living there to question whether the operations of their own banks are compatible with religious teaching in Leviticus and Deuteronomy...

Wilson assumes that the readers do not know about the banking problems in non-Muslim society, therefore, he gives real example the problems which are found in Israel society. In Israel, the government does not give license to the Islamic bank, therefore, Moslems in that country have no choice except saving their money to non-Moslem bank.

D. Argument

The argument in this essay is logical argument. It is found in paragraph 4, the detail is below;

(4)The Islamic Republic of Iran can be regarded as an example of how not to encourage the development of Islamic banking and finance. There, all banking has been Shari'a compliant since the Law on Interest Free Banking was passed in 1983. Bank clients have therefore no choice but to use the Shari'a system. The banks, however are state-owned and have little autonomy, even in determining what deposit and financing products to offer. They also do not have Shari'a committees, the argument being that this is unnecessary as the law ensures Shari'a compliance in any case. The result has been that banking development has been slow, there is little financial innovation, and most Iranians do not have bank accounts. In contrast, on the Arab side of the Gulf and in Malaysia, where Islamic and conventional banks compete, Islamic banks have attractive product offerings and an increasing client base...

Wilson shows the argument from comparison. He compares the real moment that is happened among Islamic banking in Iran, Arab and Malaysia. Since 1983, Islamic banking in Iran has been Shari'a compliant. Therefore, the clients do not have choices unless using Shari'a system. And the result the banking development is slow, there is a little innovation, and mostly Iranian has no bank account. In contrast, in Arab and Malaysia have attractive products to be offered, consequently, the clients are increase.

Data 4

Title : A year on from 7/7: Where Are We Going Beyond the Decade?

Writer: A. H. Hellyer (associated fellow at the center of research in ethnic relation, University of Warwick.)

A. Purpose

The purpose of this essay is prescriptive and predictive. The prescriptive purpose is found in paragraph 4 and the predictive purpose is found in paragraph 7. The details are below;

(4)... For the past year, Muslims have sought to respond as a community and individually to the challenges placed before them. Although this was necessary, Muslims cannot allow themselves to be defined in this way—by reacting and responding to the circumstances of the time. They need to have a vision about where they want to go as Londoners, as Britons, as Muslims, as Europeans, as people...

(7)... If the issues above are combined with a prevalent viewpoint in the mainstream that Islam is a foreign, alien religion rather than an integral British one, the possible outcomes for the Muslim community could be remarkably damaging...

In prescriptive purpose, Hellyer gives recommendation for Muslims to respond themselves and their community in order to take over the obstacles. Moreover, in predictive purpose, the writer predicts if political and Muslim's problems are not stopped, it will damage the Moslem community in that area.

B. Persona

Meanwhile, the persona in this paragraph is authentic voice. It is found in paragraph 1.

(1)... We used to make jokes about London: Britain's unofficial capital (Yes, it's never actually been formally made a capital in law. Isn't it great not having a constitution?) used to be called "the Great Wen" or the "The Big Smoke." Many of us probably neither remember that nor recall what a wen is, but we're far more affectionate toward our "capital" now, after that abysmal attack. And indeed we

should; the Olympic games do not come to just any old city, but only to a city of worth...

In this paragraph, Hellyer tries to individualize the writing. Moreover, he also wants to declare that he is the real person who understands and usually makes a joke about London. For instance, he make a joke concerning with the Britain's unofficial capital.

C. Audience

The audience in this essay is general audience, it is found in paragraph 8.

The detail is below;

(8)... A process that does not “assimilate” them to the hegemonic assumptions about everything in their societies, but encourages them to engage on every level in a full and constructive manner...

Hellyer assumes that the readers do not know about integralization.

Therefore, he informs clearly to the readers that integralization is the process that does not assimilate the society, but encourage them on every level based constructive way.

D. Argument

And the argument in this essay is found in paragraph 9. It is called logical argument.

(9)The 12th century philosopher Abu Hamid al-Ghazali, in “O Beloved Son,” wrote that the peak of good etiquette (adab) is that “you do not burden people according to your own pleasure, but burden yourselves according to their pleasures so long as they do not violate the Shari’ah...

To make sure the readers, Hellyer quotes the statement of Abu Hamid al-Ghozali. Abu Hamid al-Ghozali is a philosopher in the 12 th century. Moreover, Abu hamid states that people cannot burden others based on their pleasure, but they can do that as long as do not violate the Shari’ah.

Data 5

Title : Why Tariq Ramadan?

Writer : Firas Ahmad (the deputy editor of Islamica magazine)

A. Purpose

The purpose found in paragraph 19, it is called as prescriptive purpose.

The clue is below;

*(19)... Pipes and policy makers who follow him must understand that attempting to initiate reform of Islam via ideologies and mechanisms foreign to its theological and historical reality is a dangerous experiment; one that is more likely to galvanize extremists and further marginalize moderate voices...
... Policy makers and academics in the West should help Muslims rediscover this tradition. To ask otherwise would be the equivalent of the Muslim world instructing the West on the finer points of progressive...*

In this essay, Hellyer wants to recommend pipes and policy makers to understand that reform Islam through ideology and foreign mechanism is very dangerous. Moreover, Hallyer also recommends policy makers and academics to help Muslims in the west to find the tradition of tolerance and cooperation.

B. Persona

The persona in this essay is ethical appeal, it is found in paragraph 3. The detail is below;

(3)... On August 27th Pipes argued in support of the revocation in an article in the New York Sun. On August 31st, Ramadan responded point by point to all accusations levied by Pipes against him in the Chicago Tribune...

In this essay, the writer wants to inform to the reader by using ethical appeal, therefore, the writer states some facts that On August 27th Pipes raises his argument about revocation on New York Sun. Furthermore, On August 31, Ramadan responded pipe's accusation on Chicago Tribune.

C. Audience

The audience in this essay is proven in paragraph 2, it is called general audience. The clue is below;

(2)... Tariq Ramadan is very popular in Europe, particularly amongst Muslim youth. His high profile image is informed in part by his ideas, and also in part by his lineage. He is the maternal grandson of Hassan al-Banna, the founder of the Muslim Brotherhood. This fact alone is enough for some to label him an extremist...

The audiences in this essay do not know about Ramadan, therefore, Hallyer gives information about Ramadan. He states that Ramadan is grandson of Hasan Al-banna (the founder of Muslim brotherhood). Consequently, Ramadan is well known as extremist.

D. Argument

The argument is found in paragraph 4, 9, 10, 12, 13, 15, 16, and 18. All of them are logical argument. The details are below;

(4)... In Pipes' article published in the New York Sun he argues that Ramadan denies Osama bin Laden was involved in the 9/11 attacks. Evidence for this claim is provided by a web link to a French news interview with Ramadan where he states that: "The probability [of bin Laden's guilt] is large, but some questions remain unanswered ... But whoever they are, bin Laden or others, it is necessary to find them and that they be judged." The interview was dated September 22nd, 2001, less than two weeks after the attacks...

(9)... He casts a wide net with regards to classifying scholars, activists and academic departments as either extremist or apologists for militant Islam. Pipes argues that fundamentalists —or "Islamists"—who politicize Islam represent a threat to America and are antithetical to American values. In a Special Policy Forum Report for the Washington Institute for Near East Policy in April 2003, Pipes argued that "there is no such thing as a moderate Islamist, for all Islamists share the same long term goals; they differ only over means. For example, the Justice and Development Party in Turkey is very different from the Taliban in its means, but not so different in its ends. If the party gained full control over Turkey, it could be as dangerous as the Taliban were in Afghanistan...

(10) ... An article published in July 2003 by the Religion News Service quotes Pipes' understanding of Muslim culture: "I have enormous respect for the faith of [Muslims]. I note how deeply rewarding Muslims find Islam as well as the

extraordinary inner strength it imbues them with. Having studied the history and civilization of the classical period, I am vividly aware of the great Muslim cultural achievements of roughly a millennium ago.” In fact, Pipes goes on to acknowledge many of the significant cultural achievements attributable to Islam and Islamic civilization. This insight into Pipes’ understanding of Islam serves to further clarify where he believes moderation ends and Islamism begins. It also demonstrates that his criticism of Islam is not indiscriminate. In an interview with Pipes published in the Boston Phoenix in December of 2001, Pipes states that “the enemy is militant Islam, and the policy goal should be to weaken militant Islam and strengthen moderate Islam...

(12)... In one of these books, titled The Crisis of Islam, he draws on over 50 years of research and writing on the Middle East to argue that the downfall of Islam was due in part to the integration of church and state within the religion. Dr. Lewis skillfully acknowledges the fact that Islam, in all its sociopolitical manifestations, was an integral component of the great civilizational flourishing that took place in the Muslim world during the Middle Ages. He recognizes how the religion granted people greater freedoms of thought and expression than ever before. However, Lewis further argues that the bifurcation of religious and secular authority in Europe and North America during the advent of modernity created a context where a religiously based state could no longer progress. Thus, what made Islam great, a religio-political public conscience, is what in part led Muslims to their downfall in the modern age. That is to say, Islamic civilization cannot revive itself except through adoption of the dominant secular realities of the modern age...

(13)... In a report released by the Rand Corporation titled “Civil Democratic Islam,” the author, Cheryl Bernard, argues for Islam’s transformation: “It is no easy matter to transform a major world religion. If ‘nationbuilding’ is a daunting task, ‘religion-building’ is immeasurably more perilous and complex.” The report goes on to classify Muslims from secularist to modernist to traditionalist and everything in between...

(15). An article published in the New York Times on October 6th, 2004 stated that Notre Dame hired Ramadan in part because “[he] is a practicing Muslim and not a detached scholar, giving him greater authority when he talks about the Koran as a ‘living text’ open to contemporary interpretations...

(16) In a September 23rd article published in the New York Post, Pipes identifies a number of these moderates in addition to a handful of moderate organizations.. Pipes is aware that his moderate voices are not generating the necessary impact. In an article published in the New York Post in September of 2003, he argues that “for [moderates] to be heard over the Islamist din requires help from the outside— celebration by governments, grants from foundations, recognition by the media and attention from the academy.” For Pipes, Ramadan is part and parcel of the “Islamist din” that must be marginalized, whereas Manji is deserving of widespread institutional support. Considering the amount of adoration Manji receives from the media, thus far his wishes have been granted...

(18) *On April 10th, 2003, in a Special Policy Forum Report for the Washington Institute for Near East Policy, Daniel Pipes argued that “the United States can promote a modern, moderate, goodneighborly version of Islam, but it cannot on its own ensure the ascendancy of such a version. Only Muslims can do this.” Pipes underscores the fact that for any understanding of Islam to become dominant or influential, it must come from the Muslim community...*

The writer shows the argument from the testimony of the experts which are published on article or book. For instance, the argument of Dr. Pipes that states Osama is not involved in bombing attack (9/11) which is published in New York Sun. Moreover, Dr. Pipes also argue about inexistence of moderate Islamist which is stated in policy forum report.

Data 6

Title : Human Cloning

Writer: Enes Karic (professor of Islamic studies at the University of Sarajevo)

A. Purpose

The purpose in this essay is appraisive purpose, it is found in paragraph 7.

The clue is below;

(7).... Human cloning, and the cloning of other living beings, is clearly a violation of many bounds. It is nothing new for humankind to exceed the limits—many are the individuals or civilizations who have done so. Going beyond the limits is what religion calls sin. While the laws of state and society regard murder as a crime, for religion it is a cardinal sin. 3 All the prescriptions, interdictions and commandments of religion, all the laws of the state, are designed to restrict and bring order into the spheres of human freedom and human knowledge...

In this essay, the writer uses appraisive purpose. He gives judgment to the reader concerning with the cloning. He states that cloning break human rights, Karic gives judgment to the readers that to clone living being is violation and religion calls this as sin.

B. Persona

The persona found in this essay is authentic voice. It is found in paragraph 4, 5, and 11, the detail are below;

(4)... *We see in all this how the world of nature is intrinsically pleasing to God, however obscure or puzzling the way He has ordained it may seem to our minds, and however little sense we may be able to make of earthquakes, floods, volcanic eruptions, or destructive tornados...*

(5)... *As a result, humankind must be commanded to observe balance and moderation, for we are not merely beings of necessity and nature, but beings of freedom and culture. In short, the heavens have sought to bridle us with endless constraints. We are not merely natural beings; a mere part of the natural environment; we are spiritual or cosmic beings. And this means that we are beings with immense potential for both good and evil in addition to that which is ethically neutral. It is no doubt because of this human potential, because of these multiple relationships between humankind and the world, that we have been hedged about with so many religious interdictions. They stand before us, preceding our views, our actions and our thoughts, as warnings and cautions...*

(11) *We are still somehow connected with the multiplicity of things known and unknown, joined by countless umbilical cords that can never be severed, linking us to visible and invisible entities. We breathe the air, are able to walk thanks to the solidity of the world, draw our nourishment from animals and plants, and so on. It is as though our separate human entities, like our human destiny, were articulated into the entities and destinies that surround us like a myriad concentric circles...*

In this essay, Karic wants to be assumed as real writer, therefore, he gives genuine statement. He genuinely said that nature is pleasing to god, but humankind does not know this. Moreover, humankind is cosmic and spiritual being. Therefore, they have potency to be good and bad. And finally humankind is surrounded by entities and destinies just like myriad concentric circle.

C. Audience

The audience in this essay is general audience. It is found in paragraph 9, the detail is below;

(9)*Modern theological and philosophical treatises claim that the abolition or violation of a single fundamental limit will lead to the abolition of thousands of*

other limits. By way of example, when modern science first made surrogate motherhood possible, a limit was breached, but it did not stop at this one. In its wake, barrier after barrier fell. Surrogate motherhood bears with it an unresolvable ethical and religious question for the child born of such an experiment: the woman who gave birth to it is not its mother, but the mother whose egg conceived it did not give birth to it...

Karic gives example about the philosophical claim. He gives analogy in order to make the readers understand the claim that abolition or violation of a single fundamental limit will lead to the abolition of thousands of other limits, therefore, he takes example from surrogate mother case.

D. Argument

In this essay, the writer uses logical argument. It is found in paragraph 10, the detail is below;

(10)... Karl Jaspers, in his doctrine of extreme situations in human existence, is clear: there is and can be no technology that is able in a moral fashion to transcend or abolish these boundaries of humanity...

In this essay, the writer tries to ensure the readers. In this case, the writer (Karic) shows the statement from expert (Karl Jaspers) about human existence. Jaspers said that there is no technology transcends the boundaries of humanity.

Data 7

Title : What is Islamic Art?

Writer : Lucien de Guise (Acting Head Curator of Islamic Art Museum Malaysia)

A. Purpose

The purpose in this essay is appraisive purpose. It is found in paragraph 15, the clue is below;

(15)... They feature Qur'anic invocations and other elements that should have museums around the world clamoring for them. They remain ignored, although this might be rectified by a pioneering exhibition at the Islamic Arts

Museum Malaysia later this year. It seems that a double standard exists. The world accepts that Islamic art does exist, and there is a surprising amount of common ground between scholars and the marketplace on what this consists of. At the same time, an almost identical object is somehow seen as being less valid when it comes from a place that is not the original Islamic heartland. Muslims in general take as little interest as everyone else in the magnificent work of the Umma on the southeast frontier of Islam...

The writer in this essay tries to give judgment to the readers. Moreover, Guise tries to judge that the characterization of Qur'anic invocations should have by museum around the world, but most of them ignore it.

B. Persona

The persona of this essay is ethical appeal. It is found in paragraph 3, the clue is below;

(3) At London's Victoria & Albert Museum, 2006 is the date for the re-opening of the space that will be known as the Jameel Islamic Art Gallery, in honour of a major benefactor. A number of newer institutions are also happy to use the old terminology. These include the Museum of Islamic Art, designed by I. M. Pei, which will open in Qatar next year, and the Islamic Arts Museum Malaysia, which has been the Asian leader in its field for the past six years...

The writer in this essay gives the fact to the readers concerning with the re-opening of museum in London. Furthermore, De Guise shows the fact that in 2006 at London's Victory and Albert Museum was opened Jameel Islamic Art Gallery.

C. Audience

The audience in this essay is general audience. It is proven in paragraph 13. The detail is below;

(13) Most of the artefacts that are classified as Islamic art had an original purpose that would now seem humble. Bronze vessels and other utilitarian items clearly had a greater meaning to their owners than a pewter dish or tankard had in Europe. Similarly, the ceramics of the Islamic world were far from being the Tupperware of their time...

The writer assumes that readers do not understand about the topic. Therefore, De Guise as the writer gives understanding to the readers concerning with the artifacts that are classified as Islamic art, they are Bronze vessels and ceramics.

D. Argument

The argument of the essay is logical argument. It is found in paragraph 10, the clue is below;

(10)... From the collector's point of view, this is the purest form of the art. It is incontrovertibly sacred and at the same time universally considered beautiful. Beauty is not a topic tackled in detail by the Qur'an itself. The closest association is the commonly quoted hadith, "God is beautiful, and He loves beauty." If it is assumed that beauty is integral to art -- as was assumed by most societies until the 20th century -- then Qur'anic calligraphy is acceptable to all but the most prejudiced...

In this essay the writer shows the argument from the expert. Moreover, De Guise shows the argument from art collectors that the copy of the Qur'an is purest form of the art. Moreover, the collectors do not tackle the beauty of the Qur'an itself, but they think that Qur'an is more than art.

Data 8

Title : The Limitation of Liberal Democracy

Writer: Firas Ahmad (the deputy editor of Islamica magazine)

A. Purpose

The purpose of this essay found in paragraph 9, it is called as prescriptive purpose. The clue is below;

(9) Humanity must look to those social forces within human history that transcend national self-interest, that instill compassion within individuals and that generate public concern for the weak and dispossessed, regardless of skin color, language, or nationality. For Muslims these social forces define the Islamic ethos,

where the powerful are instructed that their generosity towards the poor may be their most important investment in the next life. A convincing argument, one that liberal democracy does not have at its disposal, but not one necessarily unique to Muslims...

In this essay, the writer tries to give recommendation to the readers.

Ahmad recommends the readers to look at the social force (Islamic ethos) that lead humankind regardless on skin color, language, and nationality.

B. Persona

The persona in this essay is authentic voice. It is found in paragraph 11, the detail is below;

(11)... Let us hope that democratization in the Muslim world helps establish this truth in reforming the actions and behavior of Muslim governments around the world. The argument set forth does not claim that Islamic governance is the answer to all our problems, but rather seeks to critically address a possible shortcoming of liberal democracy...

The writer in this essay wants to show that he is the real writer concerning with the topic. Ahmad as the writer encourages the readers to think positively that democratization can reform the actions and behaviors Islamic government around the world to be better.

C. Audience

The audience in this essay is general audience. It is found in paragraph 1, the clue is below;

(1)... Dallaire is a retired lieutenant general in the Canadian army who led a 1994 U.N. peace keeping mission to Rwanda. His arrival in Rwanda was followed by a series of events that led to the genocide of more than 800,000 Rwandans over a 100 day period. With little or no support from the U.N. or the rest of the world, Dallaire was deserted in his efforts to protect survivors and stem the tide of death and destruction...

The writer assumes that the readers do not understand concerning with the topic, therefore, the writer gives clear explanation about General Romeo Dallaire. He states that Dallaire is a retired lieutenant General in Canadian army, he was sent to Rwanda by UN in 1994 for peace keeping mission.

D. Argument

The argument in this essay is non-logical argument, it is found in paragraph 8. The detail is below;

(8) ...There is no doubt that the most prosperous and hospitable nations in the world today are liberal democracies. However, disasters along the lines of Rwanda and Darfur demonstrate that democracy is not capable of resolving all of our problems. Unlike what we may gather from popular discourse, democracy is no panacea...

In this essay, the writer tries to give his argument. Therefore, the writer states his own argument (tone) that the most hospitable nations in the world are liberal democracy. Moreover, he states that democracy is no panacea.

Data 9

Title : Emotion is not enough

Writer : Faraz Rabbani (specialist on Hanafi jurisprudence)

A. Purpose

The purpose in this essay is corrective purpose. It is proven in paragraph 6, the detail is below;

(6) This means of learning also ensures that one's understanding is well-rounded, and balanced—without the extremism of emotional calls to merely outward activism, for learning is a calming process that imbues one with the capacity for restraint and reflection...

In this essay the writer gives correction. The writer gives understanding or correcting about the meaning of learning. He states that learning is the understanding. Moreover, learning is also calming process that imbues one to restraint and reflection.

B. Persona

The persona in this essay is authentic voice. It is found in paragraph 1, the clue is below;

(1)When those bombs exploded in London, I felt my faith itself rocked," confessed a friend of mine. Many people find their beliefs shaken by the flow of events, in their own lives or in society. Why? It would appear that most people's religious commitment is based largely upon emotion— rather than knowledge, understanding, or spiritual realization. The danger with emotions is that they are fickle...

In this essay, the writer tries to individualize the writing by always giving subject "I" in that essay. Moreover, the writer describes his real feeling when the bombs exploded in London, he felt his faith was rocked by that action.

C. Audience

The audience in this essay is categorized as general audience. It is proven in paragraph 2, the clue is below;

(2)... This fiqh (deep understanding) is knowledge that is coupled with understanding — 'ilm is to know something; fiqh is to know something deeply, with understanding...

In this essay, the audience does not understand about the topic. Therefore, the writer gives understanding to the audience who do not know concerning with the fiqh. The writer states that fiqh is knowledge that is coupled with understanding.

D. Argument

The argument in this essay is logical argument. It is found in paragraph 2 and 4, the clues are below;

(2)... Imam Nasafi, the great Hanafi jurist and exegete, explained that this deep understanding has a transformative effect—if true, it invariably results in action, for the one who truly understands acts in accordance with their realization. This acting—with the hearts and limbs—is likely to be consistent and steadfast, because it results from deep understanding. On the other hand, action based on the impulses of emotion is like student activism—one sees a flurry of activity for a period of time, and then it ends when one “moves on” in life with marriage, a career, and related concerns...

(4)... Imam Taqi al-Din al-Subki mentioned that there are three conditions for engaging in the study of scholastic theology: (a) sound knowledge of the religious sciences, to know what is right; (b) sharp intellect, to be able to reason soundly and engage others' arguments; (c) a strong religious practice, so that the intellectual challenges one faces do not spiritually drain and weaken one...

In paragraph 2, the writer obtains the statement from Imam Hanafi (expert). He states that the action with the heart and the limbs is more consistent than with impulse of emotion. Meanwhile in paragraph 4, the writer obtains the statement from Imam Taqi al-Din al-Subki (expert). He mentioned that there are three conditions for engaging in the study scholastic theology. There are, sound of knowledge, sharp intellect, and sharp religious practice.

Data 10

Title : The Myth of Moderate Islam

Writer : Vincenzo Oliveti (the author of Terror's Source)

A. Purpose

The purpose in this essay is predictive purpose. It is found in paragraph 13, the clue is below;

(13)... If we do not use it, we will have surrendered the higher ground in the war of ideas. By responding with extremism of another kind, Sookhdeo and those like

him allow the extremists to determine the general inter-religious ambiance and thus the course of events. Rather than providing a realistic presentation of the challenges we face and their possible peaceful solutions, they take advantage of the situation to advance their own hidden polemical agenda and prejudices...

The writer in this essay tries to give future description or prediction about a problem. Therefore, Oliveti as the writer shows his prediction if Muslims do not use scholars as the weapon against the extremists, they will be beat by the extremists' big ideas.

B. Persona

The persona in this essay found on paragraph 10. It is called as authentic voice, the detail is below;

(10)... Let us not forget how two days before 9/11, Al-Qaida assassinated Ahmed Shah Massoud. This was no mere coincidence; it was a strategic imperative. By removing the most charismatic representative of traditional Islam in Afghanistan, Al-Qaida removed the greatest obstacle to their distortions of Islam, a credible leader who would expose the spurious nature of their claim to represent Islam...

In this essay, Oliveti wants to show the readers that he is the real writer, he tries to remind the readers before the 9/11 attack happened, Al-Qaida killed Ahmed Shah Massoud. This action was called as strategic imperative.

D. Argument

The argument in this essay is found in paragraph 4. It is logical argument, the clues are below;

(4)... This continues even in our day — witness the slaughter of 900,000 Rwandans in 1994 in a population that was over 90% Christian; or the genocide of over 300,000 Muslims and systematic rape of over 100,000 Muslim women by Christian Serbs in Bosnia between 1992 and 1995..

The writer in this essay uses logical argument. Therefore, the writer shows the evidence about the violence of Christian power. The report mentioned that more than 100, 000 Muslims women were raped by Christian Serbs in Bosnia between 1992 and 1995.

Data 11

Title : Why Muslims Americans Should Vote Conservative in 2008?

Writer : Suhail A. Khan (serves on the boards of the American Conservative Union)

A. Purpose

The purpose in this essay is found in paragraph 6. It is called as prescriptive purpose, the detail is below;

(6)Regardless of your party-registration or which candidate you support, its imperative that Muslim Americans remain engaged in the political process. Like our fellow-Americans, we deserve a seat at the table, but we must earn that seat through hard work, intelligent dialogue, and constructive engagement...

The writer gives recommendation to the readers concerning with the election in United States. Moreover, Khan shows his recommendation to American Muslims to work hard in voting the candidate of the president.

B. Persona

The persona in this essay is ethical appeal. It is proven in paragraph 1, the detail is below;

(1)On January 20, 2001, George W. Bush was sworn-in as the country's 43 president. In one America's closest elections, Muslim Americans were optimistic for the future. For the first-time ever, they had organized a coalition of major political and civic organizations, and based on Pres...

The writer gives the fact to the readers concerning with moment happened in United States. Moreover, Khan shows the fact that on January 20, 2001 George W. Bush was voted as 43rd American president.

C. Audience

The audience in this essay called as general audience. It is found in paragraph 5, the detail is below;

(5)... For example, as Governor of Massachusetts, Republican candidate Mitt Romney successfully introduced a program providing universal healthcare for Massachusetts residents that provided a level of choice and quality that no single-payer socialized system could ever provide...

In this essay, the writer assumes that the readers have no understanding about the topic. Therefore, the writer gives example to the readers about the action of Republican candidates, Mitt Romney, in empowering himself. Romney introduces health care program for Massachusetts. By that program he will obtain more supporters.

D. Argument

The argument is found in paragraph 3. It is called as non-logical argument, the clue is below;

(3)... Exploiting voters' frustrations into narrow victories in 2006, Democrats have done little to propose any solutions to our current challenges, whether foreign or domestic. If anything, they've embraced Reagan's humorous yet fitting description of Democrats and their love of government: If it moves, tax it. If it keeps moving, regulate it. And if it stops moving, subsidize it. Just days after assuming control of congress, Democrats immediately set about proposing record increases in taxes on working Americans, increased economic and regulatory burdens on small businesses, and have utterly failed to propose any solutions to our challenges in Iraq, on healthcare, or for that matter, anything else...

The writer shows his own argument, he argues that Democrat party did little action in facing the challenges from domestic and foreign. For instance, Democrat was failed facing the challenge in Iraq and burden a small business in America.

Data 12

Title : A Muslim Sitcom?

Writer : Azhar Usman (a leading Muslim comedian)

A. Purpose

The purpose is found in paragraph 3. It is called as predictive purpose, the detail is below;

(3) Obviously, with the present set of anxieties surrounding Muslim/non-Muslim relations all around the world, we can only expect to see more entertainment content that will address these issues. Muslim-themed comedy projects will no doubt meet with varying levels of niche and mainstream commercial success. But which ones will make the type of huge social impact that is so needed in our time? that is the potentially multibillion-dollar question. Who will do for Muslims in America what the Cos once did for black folks? Of course, it could be argued that the question itself is unfair since there must first emerge comedians and entertainers of the status that the Cos already enjoyed (before his show smashed the mold). If nothing else, this will simply take time...

In this essay, the writer tries to give future eye to the readers concerning with the comedy show in United States. Furthermore, the writer predicts if there is no comedy in United States of America care about Muslims, it will waste Muslims' time in front of TV.

B. Persona

The persona found in paragraph 1, 3, and 4. They are authentic voice, the clues are below;

(1)... *Instead, I simply wanted to share a couple of important thoughts. First, “The Cosby Show” is the most important model and precedent, in my opinion, for any minority-centric American sitcom. By the time the Cos got that show on the air in the fall of 1984, he was already a comedian of legendary status and a seasoned entertainment professional. Also, after having starred in, developed and/or produced a number of shows of varying degrees of success already (e.g. “I Spy,” “Fat Albert and the Cosby Kids,” “The Bill Cosby Show”) he had the production side down pat. These were all important ingredients to the sitcom’s commercial success...*

(3)... *So my suggestion to those who are clamoring for a Muslim Cosby Show is that they must be patient. I believe it is inevitable, God willing. But it also means that they should not burden Zarka Nawaz and her show, “Little Mosque on the Prairie,” with expectations that may be literally impossible for her to meet...*

(4)... *Though I am very wary of loading her show with all sorts of hopes and aspirations, I am also adamant that everyone should give her and her show the props that they deserve. Whether you think the show is funny, accurate or able to sustain an audience, Zarka has blazed a trail. She made history. Instead of sitting around crying, whining and complaining about how Muslims are portrayed in the mainstream entertainment business (which is what 99 percent of complaining Muslims do), she shut up and got to work on a sitcom – a dream she shared with me more than three years ago...*

In paragraph 1, the writer wants to show the readers that he really wants to share about important thought on Cosby show. Moreover, in paragraph 3, the writer wants to show the readers that he is the only writer who wants to give suggestion about Cosby show. And in paragraph 4, the writer wants to show that he is the only writer who cares about that program.

C. Audience

The audience in this essay is general audience. It is found in paragraph 1, the detail is below;

(1)... *But what of its social impact? How was it, for example, that the show’s depiction of middle-class African Americans – all college educated or*

aspiring to attend college – led to a dramatic real-world increase in enrollment in higher education by African Americans? How was it that the show almost single-handedly transformed the perception of African Americans in the minds of American viewers – both non-blacks as well as blacks themselves...

In this essay, the writer assumes that the readers do not know about the topic. Therefore, the writer tries to give understanding concerning with the topic. For instance, the writer gives analogy about the sitcom social impact which takes example from the show depiction on middle class of African-American.

D. Argument

The argument in this essay is in paragraph 1. It is non-logical argument, the clue is below;

(1)... First, “The Cosby Show” is the most important model and precedent, in my opinion, for any minority-centric American sitcom...

In this essay, the writer uses his tone to ensure the readers. Moreover, the writer shows his own opinion that Chosby show is the most important model and precedent for American Sitcom.

Data 13

Title : Is One Offensive Cleric More Important Than 38 Reasonable Ones?

Writer : Firas Ahmad (the deputy editor of Islamica magazine)

A. Purpose

The purpose in this essay is appraisive purpose. It is found in paragraph 4, the clue is below;

(4)The open letter signed by 38 scholars, who represent all eight major schools of thought in the Islam, is more representative of the global Muslim community than this one lone Australian cleric...

The writer in this essay gives recommendation to the readers. Furthermore, Ahmad as the writer gives recommendation that the signatures of 38 students are more representative than one Australian cleric.

B. Persona

The persona found in paragraph 3. It is called as authentic voice, the clue is below;

(3)... I would expect this to increase before it subsides. The cleric's remarks are drawing furious reactions from around the globe, and the life of the story is likely being extended by the already tense debate over Muslim women who wear veils in the UK...

The writer in the essay tries to show the readers that he is the real writer who write the essay, furthermore, he individualize the writing by using the subject "I". Moreover, the writer wants to show the readers that he is the only one who expects to increase the coverage of the open letter.

C. Audience

The audience in this essay is informed audience. It is proven in paragraph 4, the detail is below;

(4)... When any Muslim cleric does something similar, in the court of public opinion Islam is guilty of the offense until proven otherwise. When it comes to the media, Muslims can hardly catch a break...

In this essay, the writer does not give detail information about Muslim cleric, due to the readers know about the topic. He just informs if Muslims cleric ignore the comment in the court of public opinion and media know it, they can catch a break.

D. Argument

The argument in this essay is logical argument. It is found in paragraph 1, the detail is below;

(3)As the fury over Hilali's remarks continue to gain momentum, according to Google there are currently over 800 news services carrying the story. That is quadruple the coverage of the Open Letter...

The writer in this essay tries to ensure the readers by giving logical argument. Furthermore, Ahmad shows the evidence from Google that states over 800 news services carrying the story.

Data 14

Title : Framing the War on Terror

Writer : Dalia Mogahed (the executive director of The Center for Muslim)

A. Purpose

The purpose is found in paragraph 1. It is called as prescriptive purpose, the detail is below;

(1)... To understand the danger of this diagnosis, we must first look at the factors that do and do not drive sympathy for violence...

In this essay give recommendation to the readers. Moreover, Mogahed as the writer prescripts to understand the danger, people have to look the factors that do not drive the sympathy for violence.

B. Persona

The persona in this essay is ethical appeal. It is proven in paragraph 9, the detail is below;

(9)... The first was policy: Laws were passed and some changed to address these issues, such as the Civil Rights Act of 1968 prohibiting discrimination concerning the sale, rental and financing of housing. The second was a greater cultural

sensitivity: It was already slowly becoming less socially acceptable to use racist images of blacks in media. For example, CBS had withdrawn reruns of the Amos 'n' Andy show in 1966, which the National Association for the Advancement of Colored People (NAACP) had been protesting since the 1950s...

In this essay, the writer shows the facts that in 1968 there was civil rights prohibiting discrimination about sale, rental, and financing of housing. Another facts state in this paragraph is about the withdrawal the Amos which is conducted by CBS in 1966. Consequently, since 1950s that action had been protested by NAACP. The detail is shown below;

C. Audience

The audience in this essay is general audience. It is found in paragraph 3, the detail is below;

(3)... For example, in Indonesia, the largest Muslim majority country, many of those who condemned terrorism cited humanitarian or religious justifications to support their response...

In this essay the writer tries to give understanding to the readers who do not understand about the topic. Therefore, Mogahed as the writer wants to show that not all Muslims agree on terrorist. Therefore, he gives example about Muslims in Indonesia, the largest Muslims majority country. Many Muslims in Indonesia condemned terrorism.

D. Argument

The argument is found in paragraph 2. It is called logical argument, the detail is below;

(2)...After analyzing survey data representing more than 90 percent of the global Muslim population, Gallup found that despite widespread anti-American sentiment, only a small minority sympathized with the attacks of 9/11. Even more significant, there was no correlation between level of religiosity and extremism among Muslims...

The writer in this essay tries to show logical argument from the survey representing more than 90 percent global Muslims population. This survey concerning with 9/11 attack and the result states that only small numbers support 9/11 attack.

Data 15

Title : How Al-Jazeera Can Go Up a Gear?

Writer : Mohamed Elmenshawy (the editor of Taqirir Washington)

A. Purpose

The purpose in this essay is prescriptive purpose. It is proven in paragraph 3 and 5, the clues are below;

(3)... Al Jazeera must also transform itself from a forum dominated by Islamist groups like the Muslim Brotherhood to a platform that is equally accessible to political voices, whether Islamist, leftist, nationalist or liberal...

*(5)Finally, Al Jazeera's reporters and anchors should minimise the airtime devoted to their own views, and focus more on reporting the story. In doing so, Al Jazeera must divorce itself from the sensibilities of its main financier, the emir of Qatar, and focus on reporting on, as opposed to engaging in, politics...
... its staff must not lose track of the expectations of the Arab viewer, and the need to match the quality of its reporting with the level of controversy it evokes...*

In this essay, the writer give recommend to the readers. For instance, in paragraph 3, Elmenshawy prescripts Al-Jazeera to transform itself from an Islamic forum to political voices. Furthermore, in paragraph 5, the writer recommends Al-Jazeera to minimize the air time devoted to their own views and focus more on reporting story.

B. Persona

The persona is found in paragraph 2. It is classified as authentic voice, the clue is below;

(2)... Anti-Western or not, Al Jazeera has secured a front-row seat in the international media arena, right next to CNN and BBC. If there is one news outlet that can shape the opinions and perspectives of Arab audiences, it's Al Jazeera. In short, Al Jazeera has done its job, and done it well. For a still-young news station of this magnitude and influence, expectations are high. And despite the respect many observers hold for the courageous journalists of Al Jazeera, myself included, these growing expectations have yet to be met...

The writer in this essay, shows his statement or tone concerning with Al-Jazeera, the writer argues that Al-Jazeera as young TV station obtain high expectations from people. Moreover, Al-Jazeera had done its job very well.

C. Audience

The audience in this essay is general audience. It is proven in paragraph 1, the clue is below;

*(1)Last week, the Arabic-language satellite news channel Al Jazeera celebrated its 10th anniversary...
...The Qatar-based station has created a home-grown forum for free speech and controversial debates after decades of government control over the news outlets in the region. Of course, the huge success of Al Jazeera, which is owned by the royal family of Qatar, has come with plenty of controversy...*

In this essay, the writer wants to inform the readers who have no idea about Al-Jazeera, he informs that Al-Jazeera is Arabic-language satellite channel which was firstly broadcasted on November 1st 1996. It is owned by Royal family of Qatar.

D. Argument

The argument in this essay is found in paragraph 2. It is called as non-logical argument, the detail is below;

(2)... Decisions that affect daily life in the Arab world are made in Washington, but the politics and dynamics that shape those decisions are found elsewhere in America. Only Al Jazeera's journalists hold the qualifications, capabilities and credibility to fill this gap. The station should broadcast a program focused on life outside the U.S. capital to provide viewers with a more nuanced understanding of what America is all about...

The writer in this essay gives his own argument. Furthermore, the writer argues that only Al-Jazeera journalists have capability, credibility, and qualification to obtain the political issues in America that effect Arab.

Data 16

Title : Improving the State of the Middle East

Writer : Sohail Nakhooda (Editor-in-Chief of Islamica Magazine)

A. Purpose

The purpose in this essay is predictive purpose. It is found in paragraph 8, the detail is below;

(8)... Achieving stability, security, and peace in the Middle East will require inclusive solutions and solidarity among the various communities that live in the region...

In this essay, the writer gives prediction to the readers. Furthermore, Nakhooda predicts if the peace, security, and stability in Middle East can be realized, it will raise solidarity among the communities that live in that region.

B. Persona

The persona is found in paragraph 5. It is called as authentic voice, the detail is below;

(5)... The president of Afghanistan, Hamid Karzai, shared the podium with the Iranian foreign minister; Israeli and Palestinian business leaders launched a joint-business initiative, whilst Shimon Peres and Amre Moussa argued out the political intricacies of the peace process; US, Iraqi and Iranian leaders discussed Iraqi affairs and the problem of regional stability, intervention and security; H.M. Queen Rania of Jordan led eloquently a timely session on philanthropy and activism and how joint action between public and private sectors could help mobilize civic society and encourage civic engagement, social responsibility, and a spirit of volunteerism among people...

In this essay, the writer tries to give his real feeling concerning with the topic to the readers. Moreover, it is consists of the writer's genuine hope about peace in Middle East. For instance, the president of Afghanistan, Hamid Karzai, shared the podium with Iranian foreign minister to talk about peace, Iraqi and Iranian discuss about stability and security, and etc.

C. Audience

The audience in this essay is informed audience. It is found in paragraph 1, the detail is below;

(1)The month of March saw leading political, business, religious, academic, media and public figures once again gather at the otherwise tranquil Dead Sea resort in Jordan for the World Economic Forum on the Middle East. The WEF is often described as the world's "talking shop" and, after the success of its annual Davos meetings, the WEF has expanded its dialogue catchment area to add regional forums that include voices from Latin America, Russia, Africa, East Asia and, of course, the Middle East...

The writer in this essay assumes that the readers understand concerning with the topic. Therefore, Nakhooda as the writer does not give clear explanation about the WEF, but he states that WEF is talking shop forum. It seems that the readers understand about the topic.

D. Argument

The argument in this essay is logical argument. It is found in paragraph 4 and 5, the clues are below;

(4)... According to a UNDP report in 2006, the Middle East is one of the most water scarce regions of the world and the region-wide tensions are compounding the problem. The water problem-its scarcity and rights to access-is set to become of the most important issues in the political agenda in the coming years...

(5)... According to Joachim Kundt, CEO of Siemens UAE, by 2030, 60 percent of the world's population will live in cities. Urbanization in the Middle East was outpacing that of Europe and America, but could economic development keep pace with such urban growth? If not, what social consequences are we likely to expect in cities such as Cairo and Dubai? There were also no shortage of personalities...

In this essay, the writer shows logical argument to the readers. For instance, Ahmad shows the statement from UNDP and the expert (Joachim Kundt). UNDP states about the water problem in Middle East, It is stated that Middle East is the most water scarce regions of the world. Meanwhile, Joachim states about the urbanization, 60 percent of the world's population will live in the city.

Data 17

Title : The American Muslim Community's "Obama" Problem

Writer : Firas Ahmad (the deputy editor of Islamica magazine)

A. Purpose

The purpose in this essay is found in paragraph 8. It is called predictive purpose, the detail is below;

(8)... If there was, Obama would not have to rebuke his Muslim supporters. The proof is in the pudding. Either Muslims deal with it, or do as they have done for the last 25 years: blame the media...

Ahmad as the writer of the essay tries to show prediction or future description to the readers. For instance, Ahmad predicts if Obama can develop political capital with Muslims community, he will obtain more supporters.

B. Persona

The persona is authentic voice. It is proven in paragraph 3, the detail is below;

(3)... Romney, a practicing Mormon, could have had a much better shot as the Republican nominee if he were from a Protestant denomination. But in terms of public perception, Muslims are a whole other category of disrepute. We are not talking about a Muslim candidate, we are talking about supporting a candidate who denies any connection, real or perceived, to Islam...

Ahmad as the writer of the essay declares himself as real writer who talks about presidential election to the readers, especially, concerning with supporting a candidate who denies any connection or perceived to Islam.

C. Audience

The audience in this essay is general audience. It is proven in paragraph 2, the clue is below;

(2)... Muslim support for Obama is akin to George Bush's support for democracy in the Middle East. The mere association with the former will undercut the credibility of the latter. It is an analogy that Muslims should understand...

In this essay, Ahmad as the writer tries to give analogy to the readers who do not understand about the topic. It is done in order to give understanding to the readers. The analogy states that supporting Obama is similar with supporting Bush's democracy in Middle East.

D. Argument

The argument is found in paragraph 4. It is called as non-logical argument, the clue is below;

(4)... It is a clear demonstration that the collective efforts of Muslim institution building over the last 20 years have largely failed to make any real progress when it comes to impacting the American political process, at least at the national level...

... While global events, and of course 9/11, play an undeniable role in shaping the image of Islam for Americans, Muslims have ignored establishing some of the most basic institutions that are necessary for any minority community who seeks to have their voice taken seriously...

In this essay, the writer tries to ensure the readers by giving his tone.

Moreover, Ahmad states his own argument about the failure of Muslims in making progress. Moreover, he argues that during 9/11 attack Muslims ignored in establishing basic institution that are very important for community.

4.2 Discussions

There are four rhetorical elements that are analyzed from argumentative essays in Islamica magazine namely, purpose, persona, audience, and argument.

4.2.1 Purpose

In applying purpose, the writers tend to use predictive purpose. For instance in data 1 “ *If Muslims learn anything from Falwell, it should be that religion, reduced to political ideology, does little for one's faith and even less for society*”. Moreover, the predictive purpose is also found in data 2, 3, 10, 12, 14, and 15. In addition, according to Flynn and Mc Guire (1982: 28) the predictive purpose usually use conditional form “if”. The readers also interested in prediction, because they have an imagination of the future.

Moreover, the writers also use prescriptive purpose. For example in data 4 *“For the past year, Muslims have sought to respond as a community and individually to the challenges placed before them. Although this was necessary, Muslims cannot allow themselves to be defined in this way—by reacting and responding to the circumstances of the time. They need to have a vision about where they want to go as Londoners, as Britons, as Muslims, as Europeans, as people”*. The prescriptive purpose is also found in data 5, 8, 11, 14, and 15. Furthermore, in prescriptive purpose the writers assume that the readers will welcome their recommendation through the weight of authority, experience, and the evidence (Flynn and Mc Guire 1982: 28).

Meanwhile, there are only four data using appraisive purpose. For instance in data 3 *“Islamic banking is here to stay, is an opportunity rather than a threat, and has an exciting future”*. It is also found in data 6, 7, and 13. In appraisive purpose, the writers tend to use judgment (Flynn and Mc Guire).

The corrective purpose is found only in one data, for instance in data 9 *“This means of learning also ensures that one’s understanding is well-rounded, and balanced—without the extremism of emotional calls to merely outward activism, for learning is a calming process that imbues one with the capacity for restraint and reflection”*. According to Flynn and Mc Guire (1982: 27-28) in corrective purpose usually the writer corrects by supporting and opposing certain idea.

4.2.2 Persona

In using persona, the writers tend to use authentic voice. Furthermore, in authentic voice the writer usually individualize a piece of writing (Hairston 1986: 92-93). The writers want to show the readers that they are the real writer. The authentic voice found in data 1 *“As a Damascene, with a passionate love for this gem of a city, and with family links to two of the quarters that are presently threatened with demolition, I read this plan as indicative of all that has gone wrong with Syria”*. Moreover, it is also found in data 6, 8, 9, 10, 12, 13, 15, 16, and 17.

The ethical appeal is also found, for instance in data 2 *“During the '70s, after a series of left-leaning Supreme Court decisions and an increasingly liberal subculture took root in the country, Falwell determined that mixing religion and politics was necessary to realize a more Christian society”*. Moreover, it is also in data 3, 4, 5, 7, 11, and 14. Hairston (1986: 93) states that, the writers need to weight the fact on their writing if they are applying ethical appeal.

4.2.3 Audience

The audiences most targeted by the writers are general audience. For instance in data 5 *“Tariq Ramadan is very popular in Europe, particularly amongst Muslim youth. His high profile image is informed in part by his ideas, and also in part by his lineage. He is the maternal grandson of Hassan al-Banna, the founder of the Muslim Brotherhood. This fact alone is enough for some to label him an extremist”*. The general audiences are also found in data 1, 2, 3, 4, 6,

7, 8, 9, 10, 11, 12, 14, 15, and 17. Furthermore, general audience is the person who has scant and unfamiliar about the topic (Flynn and Mc Guire 1982: 20).

Meanwhile, the informed audience also found in this essay. It is found in data 13 *“When any Muslim cleric does something similar, in the court of public opinion Islam is guilty of the offense until proven otherwise. When it comes to the media, Muslims can hardly catch a break”*. It is also found in data 16, moreover, according to Flynn and Mc Guire (1982: 22) the writer does not want to change opinion, support, and validate existing views.

4.2.4 Argument

The writers tend to use logical argument in these essays. For instance in data 1 *“Old Damascus was designated a World Heritage Site by UNESCO more than thirty years ago, and ranks alongside places such as Venice, Fez, and Cordoba as a vital example of layered civilization. A museum city, it has diverse and dazzling relics, buildings and artworks. The Aramaens, Assyrians, Babylonians, Persians, Greeks, Romans, Byzantines, Umayyads, Abbasids, Seljuks, Ayyubids, Mameluks, Franks, Ottomans and French all left their mark here. It continues to have a rare and poignant charm, despite the many indignities and aggressions it has suffered”*. The writers are also use the logical argument in data 3, 4, 5, 6, 7, 9, 10, 13, 14, and 16. In logical argument, the writer usually uses ethical reason from deduction, induction, cause and effect, definition, argument from comparison, and the use of evidence and testimony (Hairston 1986: 95).

CHAPTER V

CONCLUSION AND SUGGESTIONS

After analyzing the data, the conclusion and suggestion dealing with the findings of the research are presented as follow;

5.1 CONCLUSION

There are four rhetorical elements that are analyzed from argumentative essays in Islamica magazine namely, purpose, persona, audience, and argument. Moreover, from the 17 data presented and analyzed at previous chapter it can be concluded that, the purpose usually used in those data are predictive, then appraisive and finally corrective. Moreover, the persona usually used in those data is authentic voice and then ethical appeal. Furthermore, the audiences targeted are general audience and followed by informed audience. And the argument mostly used is logical and then non-logical.

Based on the purpose analysis it is found the predictive purpose in 7 essays, on those essays the writers tend to give prediction, in order to make the readers imagine about the future. Meanwhile, the prescriptive purpose found in 6 essays. In prescriptive purpose the writers of the essay try to give recommendation to the readers about a problem. And the appraisive purpose is found in 4 essays, in this case the writers of the essays tend to give judgment to the readers. And corrective purpose is found only in 1 essay. In corrective purpose the writer of the essay tend to correct the existing certain view of the readers.

Based on the persona analysis, it is found the authentic voice in 11 essays. In this case, the writers of the essay try to make sure the readers that they are the real writers, by individualizing their writing. Moreover, the ethical appeal found in 7 essays. Mostly, the writers in applying ethical appeal use the facts, in other words, weight their writing by facts.

The result of the audience found that the most targeted audiences are general audience, the person who has scant information about the topic. In addition, the general audiences are found in 15 essays. Furthermore, informed audience who familiar with the topic is found in 2 essays.

Based on the argument analysis, it is found that the argument mostly used is logical argument, it is found in 12 essays. It can be concluded in applying argument, the writers tend to use argument from comparison, and the use of evidence and testimony. Meanwhile, non-logical argument is found in 6 essays. The writers in applying non-logical argument usually use their tone.

5.2 SUGGESTIONS

Based on the research result, some suggestions concerning with the topic can be given to the students of the English Letters and Language Department and other researchers who want to conduct further research in the same field.

First, the researcher suggest to the students who learn concerning with the argumentative essay to pay attention to the use of rhetorical elements namely purpose, persona, audience, and argument as the basic elements of rhetoric. In addition, by knowing the use of rhetorical elements will help the students communicate effectively to the readers.

Second, the researcher suggests to the next researcher who are interested in analyzing the rhetoric to expand the research, not only focus on the elements of rhetoric. For instance, conducting the research on the features of rhetoric that consist of linear and non-linear paragraph, general statement, and controlling ideas. In addition, the next researcher should add the theories from the other sources or previous study in order to support and make the research more complete and perfect.



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