

**RHETORICAL STRATEGY USED BY DR. ZAKIR NAIK IN  
CONVINCING PEOPLE ON QUR'AN VS BIBLE DEBATE**

**THESIS**

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**MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY, MALANG**

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## **TITLE SHEET**

# **RHETORICAL STRATEGY USED BY DR. ZAKIR NAIK IN CONVINCING PEOPLE ON QUR'AN VS BIBLE DEBATE**

## **THESIS**

**Presented to**

**Maulana Malik Ibrahim State Islamic University of Malang**

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Malang, 09 September 2014  
The researcher,

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MOTTO

وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ  
الْمُنْكَرِ وَأُولَئِكَ هُمُ الْمُفْلِحُونَ ﴿١٠٤﴾

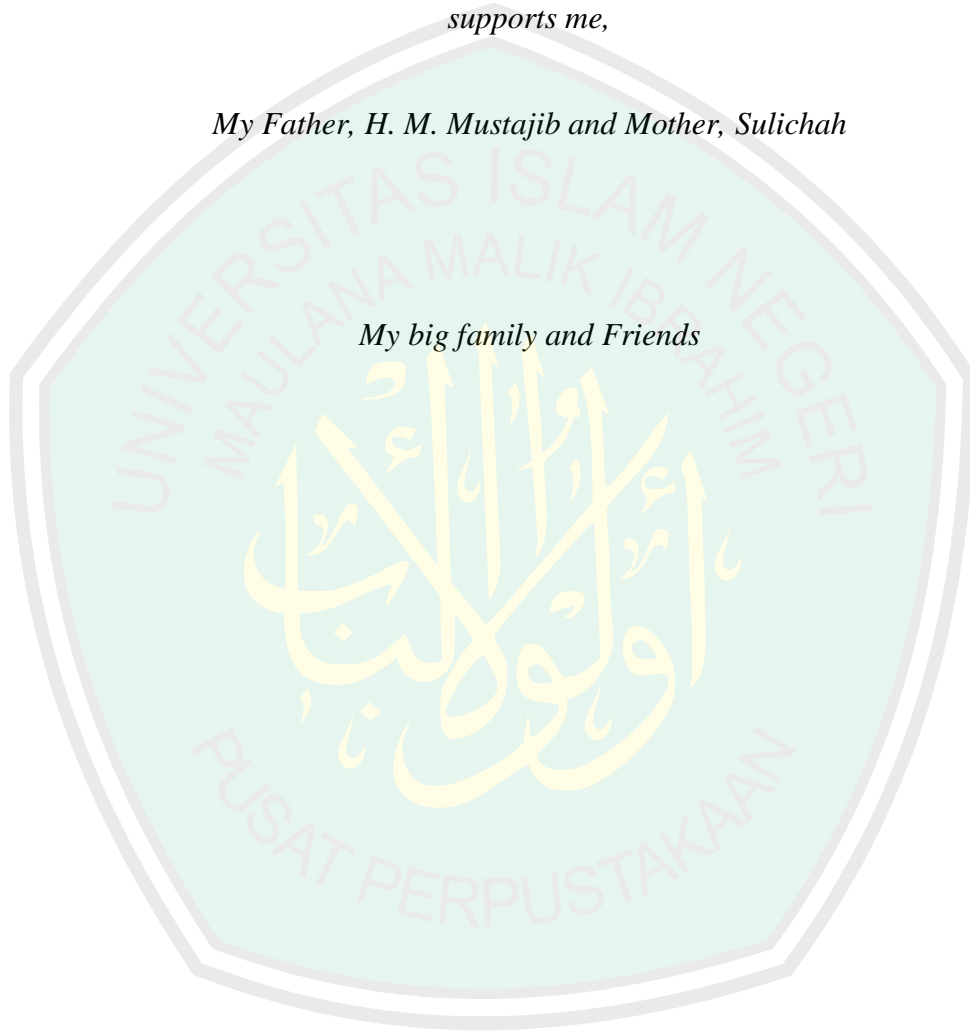
And let there be [arising] from you a nation inviting to [all that is] good, enjoining  
what is right and forbidding what is wrong, and those will be the successful.

## DEDICATION

*This thesis is dedicated for my beloved parents who always accompanies and supports me,*

*My Father, H. M. Mustajib and Mother, Sulichah*

*My big family and Friends*



## ACKNOWLEDEMENT

*Bismillaahirrohmaanirohiim*

All my praise is to Allah SWT, the most gracious and the merciful, also the One who always guides and blesses me. Therefore, I could finish my thesis entitled *Rhetorical Strategy Used by Dr. Zakir Naik in Convincing People on Qur'an vs Bible Debate*. Peace be upon to the prophet Muhammad SAW who has sent to us, as a mercy and guidance for the whole of human kind.

First, my big thanks dedicated for my thesis advisor, Dr. Hj. Syafiyah, M.A who has thoroughly guided me in finishing my thesis. Then, I would like to express my sincere gratitude to my family who has provided me a very great support and encouragement.

The outmost gratefulness express to all of my great supporters, they are “Koplowers” (Radit, Jihad, Kacong a.k.a Sofyan, Wawan, Syafi'i, Tahta, Ndut, Shiva, Putri), Bastomi, Camalia, My niece Jazeela and all of my friends who always support in finishing this thesis. Thanks a million for everything. I hope we will never ever forget each other in the future, Amin.

Finally, I am truly aware that this thesis needs the constructive criticism and suggestion from the readers to make it better. I do hope that it can contribute to the development of Linguistics in the future.

The writer



## ABSTRACT

**Bisri, Muhammad R. N.** 2014. *Rhetorical Strategy Used by Dr. Zakir Naik in Convincing People on Qur'an vs Bible Debate*. Thesis, Linguistics, English Language and Letters Department. Humanities Faculty. Maulana Malik Ibrahim State Islamic University of Malang.

Advisor : Dr. Hj. Syafiyah, M.A

Keywords : Rhetoric, persuasive language, strategy

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People communicate with others in order to express their desirability, yet, it will be useless if the other person did not believe in their utterances. Rhetorical strategy is a strategy used by someone in order to persuade other people to do what the speaker demands. This research tries to investigate the strategy used by the speaker in convincing the audiences in a debate held by ICNA (Islamic Centre of North America) Chicago, USA on 2000 with the topic "The Qur'an and the Bible in the Light of Science".

The purpose of this study is to describe about how the strategy is used by the speaker to convince other people. Moreover, the purpose is to show how that strategy is applied in the speaker's speech.

To get more comprehend about the study, the researcher used Monroe's Motivated Sequence's theory which has five steps in convincing the people, those are *The Attention, Need, Satisfaction, Visualization and Action step*. This research applies descriptive qualitative method which has a purpose to reveal a fact, situation, phenomena and on-going condition in research and served it as it is. This research focused on the rhetorical strategy that emerged or are used by the speaker. The stage or phase in analyzing this research explains how the speaker applied the strategy on his speech. The data on this research are taken through the utterances from the speaker along the debate which is related to the rhetorical strategy.

In the result, The Researcher found out that the Moslem speaker, Dr. Zakir Naik, used all steps proposed by Monroe's Motivated Sequence in Refutation and Presentation step, and applied only one step, Satisfaction step, in the Question and Answer section. It can be seen in the result that the audiences accept and believe over the speech delivered by the speaker due to the quantity of applause given by the audiences. Moreover, the audiences can accept the speech due to the explicit and credible explanation from the speaker which can make the audiences understood easily.

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## الملخص

بسري، محمد RN. ٢٠١٤. استراتيجية البلاغية المستخدمة من قبل الدكتور ذاكر نايف في إقناع الناس على القرآن مقابل الكتاب المقدس النقاش. البحث لجامعي، اللغويات. قسم اللغة الإنجليزية وآدابها. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف: د. الحاجة. M.A, Syafiyah.

كلمات البحث: البلاغة، لغة الإقناع، استراتيجية

تواصل الناس مع الآخرين في التعبير عن رغباتهم، ولكن لن يتحقق ذلك إذا كان الناس الآخرين لا يصدقون ما نقول. استراتيجية بلاغية هي الاستراتيجية التي يستخدمها الشخص لإقناع شخص آخر لجعلها تفعل ما يريد المتكلم. تحاول هذه الدراسة إلى التعرف على الاستراتيجيات المستخدمة من قبل المتكلم إلى إقناع المستمعين لمناقشة الذي عقد قبل ICNA (المركز الإسلامي في أمريكا الشمالية) شيكاغو، الولايات المتحدة الأمريكية في عام ٢٠٠٠ مع موضوع "القرآن والإنجيل في ضوء العلم"

وكان الغرض من هذه الدراسة هو توضيح كيف أن الاستراتيجيات المستخدمة من قبل المتحدثين في إقناع الآخرين. وعلاوة على ذلك، غرض آخر هو إظهار كيف طبقت استراتيجية في خطاب المتكلم.

للحصول على فهم أكبر لهذه الدراسة، استخدم الباحثون نظرية تسلسل مونرو التي لديها دوافع خمسة خطوات في إقناع المستمع و هي الخطوة الانتباه، الحاجة، رضا، والتصور والعمل. ينطبق هذا البحث أهداف وصفية النوعية لكشف الحقائق والظروف والظواهر، والتي يتم تشغيلها على البحث وتقديمه باعتباره حالة الفعلية. وتركز هذه الدراسة على الاستراتيجية الناشئة أو الخطاب التي يستخدمها المتكلم. مراحل تحليل هذه الدراسة تصف كيفية تطبيق هذه الاستراتيجيات في خطاب رئيس. أخذت البيانات في هذه الدراسة من كلام المتحدثين خلال المناقشة.

نتائج هذه الدراسة تشير إلى أن يستخدم المتكلم جميع الخطوات المتاحة على نظرية في دورة الطعن والعرض، وتنطبق سوى خطوة واحدة، وهما رضا (Satisfaction) في جلسة سؤال وجواب. نتائج تطبيق يمكن أن ينظر إليه من المستمعين الذين يعتقد أن خطاب ألقاه متحدث كما يتضح من كمية معينة من التصفيق من قبل الجمهور. أكثر من ذلك، يمكن للمستمع يقبل خطاب باعتبارها تفسيرات منطقية و واضحة التي تجعل المستمع يمكن فهمه بسهولة

## ABSTRAK

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Pembimbing : Dr. Hj. Syafiyah, M.A

Kata Kunci : Rhetoric, Bahasa Persuasi, strategi

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Manusia berkomunikasi dengan orang lain untuk mengutarakan keinginan mereka, namun, hal tersebut tidak akan bisa tercapai apabila orang lain tidak mempercayai apa yang kita ucapkan. Rhetorical strategy adalah strategi yang digunakan oleh seseorang untuk membujuk orang lain untuk membuat mereka mengerjakan apa yang pembicara inginkan. Penelitian ini mencoba untuk menginvestigasi strategi yang digunakan oleh pembicara dalam meyakinkan pendengar pada debat yang di selenggarakan oleh ICNA (Islamic Centre of North America) Chicago, USA pada tahun 2000 dengan topik “The Qur'an and the Bible in the Light of Science”.

Tujuan dari penelitian ini adalah untuk menguraikan tentang bagaimana strategi yang digunakan oleh pembicara dalam meyakinkan orang lain. Lebih dari itu, tujuan yang lain adalah untuk menunjukkan bagaimana strategi tersebut di terapkan dalam pidato pembicara.

Untuk mendapatkan pengertian yang lebih dari penelitian ini, peneliti menggunakan teori Monroe's Motivated Sequences yang mempunyai 5 langkah dalam meyakinkan para pendengar, yaitu *The Attention, Need, Satisfaction, Visualization and Action step*. Penelitian ini menerapkan kualitatif deskriptif yang bertujuan untuk mengungkapkan fakta, situasi, penomena, dan kondisi yang sedang berjalan pada penelitian dan menyajikannya seperti kondisi yang sebenarnya. Penelitian ini terfokuskan kepada strategi rhetoric yang muncul atau digunakan oleh pembicara. Tahapan pada analisa penelitian ini menjelaskan tentang bagaimana cara pembicara menerapkan strategi tersebut pada pidatonya. Data pada penelitian ini diambil dari perkataan dari pembicara selama debat berlangsung.

Hasil dari penelitian ini menunjukkan bahwa pembicara menggunakan semua langkah yang ada pada teori pada sesi sanggahan dan presentasi, dan menerapkan hanya satu langkah yaitu Satisfaction pada sesi tanya jawab. Hasil dari penerapan itu dapat dilihat dari para pendengar yang percaya terhadap pidato yang diberikan oleh pembicara yang diibuktikan oleh banyaknya tepuk tangan yang diberikan oleh para pendengar. Lebih dari itu, para pendengar dapat menerima pidato karena penjelasan yang kredibel dan jelas yang membuat para pendengar dapat dengan mudah memahaminya.

## ABSTRACT

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# **CHAPTER I**

## **INTRODUCTION**

This chapter covers background of the study, research questions, research objectives, significance of the study, scope of the study, and definition of the key terms. Besides, the researcher explains of the research method. It consists of research design, research instrument, data and data sources, data collection, and the last one is data analysis.

### **1.1. Background of the Study**

Everybody in this world knows that communication is very important in order to express what we want. Also, when we communicate, we want to be heard especially when we intend to convey something, for instance, the speech from Martin Luther King. Jr, in 28 August 1963 entitled “I have a Dream” will not bring over a thousand people to erase racism if he cannot use rhetoric or persuasive language in his speech precisely. As we know that Martin Luther King. Jr is a person who struggle to fight for a rightful authority for black citizens. Mario Teguh, a motivator from Indonesia, will not motivate the audience and enlighten about the sense of life if he cannot use a good language in his utterances. A candidate of commander needs good language to convince the citizen in order to choose him in general elections, teachers need good language to make the students understand and receive the course



material easily, indeed, salesman also needs to use a good language to make the customer come to buy their product.

Persuasion has a long history and has gone through a number of distinct eras (Petty, 1997). The beginning of persuasion firstly emerged from ancient Greeks such as the Aristotle's Rhetoric. Rhetoric is an equipment, tool or weapon used by someone to persuade others as Aristotle says "Rhetoric may be defined as the faculty of observing in any given case the available means of persuasion" (Aristotle 340 BC in Roberts, 2010: 8). Other expert also say that rhetoric is often related to the art of public speaking in which teaching concept discusses the fundamental of persuasion (West & Turner, 2008:6). According to Aristotle (in Roberts, 2010: 15), rhetoric, whether spoken or written, is the art of using language effectively to inform and persuade, it includes the use of three types of appeal to the audience. The three types of appeal represent ethos, pathos, and logos. Ethos refers to the writer or speaker's credibility, which means the authority of someone in delivering their words to the audience, is it credible or not. Pathos refers to the emotional power of someone's writing or speech, means the ability of someone's argument in establishing the audience or reader emotional appeals. Logos refers to the congeniality of the arguments with the logical appeals, for example, effective arguments will include facts and other supporting details to back up the author's claims/positions. From those explanation, it can be concluded that rhetoric and persuasion are interrelated or



closely linked due to various rhetorical technique are commonly used for the purpose of persuasion, for instance, the use of ethos, logos and pathos concept.

Persuasion is typically defined as “human communication that is designed to influence others by modifying their beliefs, values, or attitudes” (Simons, 1976). O’keefe (cited in Dainton, 2004) argued that there are requirements for sender, the means, and the recipient to consider something persuasive. First, persuasion includes a goal and also the purpose to achieve that goal on the part of sender. Second, communication is the means to achieve that goal. Third, the message recipient must have free will. Persuasion is often associated with propaganda, which have negative connotation. The difference between them is that persuasion has potential to benefit both the persuader and the audience, while propaganda is only meant to benefit the persuader (Henderson-King, 2011).

In pursuing people, the persuader needs a strategy in convincing their beliefs in order to accept what the persuader wants. Every persuader needs strategy, if not, they will unsuccessful or their message will be refused, and one of the strategies is *Monroe’s Motivated Sequence*. The motivated sequence, developed by Alan Monroe, is one of the most widely formulas for persuasive speech (McCroskey, 1968; Ehninger, Monroe, & Gronbeck, 1978; Sprague & Stuart, 2000). There are five steps needed by speaker in convincing the audience, those are attention, need, satisfaction, visualization and action.

Lately, some researchers did the study about rhetoric such as John Heritage and David Greatbatch (1986) observed on: “*Generating Applause: A Study of Rhetoric and Response at Party Political Conferences*”. They found that in British political party the audience responses is influenced by the verbal structuring of the statements that are made. Further, they also found the relationship between rhetoric and response is broadly independent of political party, the political status of the speaker, and the popularity of the message. Performance factors are also found to influence the likelihood of audience response strongly.

Another researcher was Theodore Otto Windt Jr (1986) examined on “*Presidential Rhetoric: Definition of a Field of Study*”. In the result, he describes the state of the discipline and to outline six areas of inquiry that mandate critical attention. Those are the nature of presidential rhetoric, the nature of presidential ethos, the distinctive of rhetorical periods, how and to what extent do presidency and media, the rhetorical differences between campaigning and governing, and the nature of contemporary political language.

Next is Mariana Coanca (2000) observed on “*Persuasive Communication in Business*”. In business, she found that there are three techniques for increasing the seller persuasiveness; focusing on the people receiving the message, using persuasive words, especially “you”, and eliminating barriers to persuasive communication. She said that any one of these techniques will help the persuader be more persuasive.

Using all three will do wonders for the power of persuasion. Then she also gave several phrases that give the persuader power in persuade the consumer.

Then, there is Khoirin ni'mah (2010) researched on "*A Rhetoric Analysis Used in Soekarno's Speech at the Fifteenth United Nations General Assembly*". In her research, she applied both theories proposed by Burke and Aristotle. In the results, based on Burke's theory, she found that Soekarno applies "pentad". Pentad is a key terms consist of five proper elements in Burke's theory to investigate symbolic activity, those are act, scene, agent, agency and purpose. While in Aristotle's theory, she found that Soekarno applied logical, emotional and ethical appeal.

Rhetoric is not only spoken but also in written text, for instance the research done by Edward F. Mc Quarrie (1996) who examined: "*Figures of Rhetoric in Advertising Language*". He investigates the figures of rhetoric in advertisement. In his research, he classified the rhetorical figures that distinguish between figurative and nonfigurative text, and among four rhetorical operations (repetition, reversal, substitution, and destabilization).

Muhammad Usman (2013) researched on "*Creation of Effective Advertising in the persuasion of Target Audience*". This research is almost similar with Mc Quarrie's research who's observed on advertising, but it is different in the result. In this research, he investigated how an effective advertising can be created in order to influence the audiences. In creating advertisement, he found that ads use the several

factors such as humor, medium uniqueness, marketing strategy, national culture and consumer motives to make the effective advertising in order to persuade the target audience. In the result he found that the consumer, mostly, prefers humor advertisements. He said that the advertisers used the different types of humor to motivate the consumer from different destination of the world with different cultural preferences.

John Heritage and David Greatbatch (1986); Theodore Otto Windt Jr (1986); and Khoirini'mah (2010) focused on how to convince the audience in Political fields. Even though with different approach and theory, the results of those researchers are almost similar; while Mariana Coanca (2000) who's observed on "*Persuasive Communication in Business*" focuses on how to convince the target audience or consumer in business or marketing fields. Then, Edward F. Mc Quarrie (1996) and Muhammad Usman (2013) focused on persuasive writing which are contributing their ideas in advertising fields. Furthermore, the present study investigates the persuasive language in debate areas which has not been done by those researchers before.

This study is focusing on the Rhetorical Strategy Used by Dr. Zakir Naik in Convincing People on Qur'an vs Bible Debate. The object is taken because of several reasons. First, Dr. Zakir Naik's language used as the object to influence and convince the audience. Dr. Zakir Naik is a Moslem's speaker which has held many debates and lectures around the world. He never uses controversial language and extremism views

because he always talks about the similarities between religions, and how we should live in harmony with other religions. Therefore, we should follow him in using a good language in order to make other people accept what we said. Second, the researcher wants to investigate how persuasive language is applied and how the strategy in convincing the audiences is used in debate which has not been observed by previous study. Third, according to the focus of study, people should have a strategy in pursuing someone to make them stand behind us consciously and without compulsion.

### **1.2. Problem of the Study**

Based on the description of background of the study above, the researcher will investigate the following problem;

1. How is the strategy applied in each of sessions on the speaker's speech?

### **1.3. Objectives of the Study**

Based on the problem stated before, the purpose of this study is intended to describe briefly about:

1. How that strategy is applied in each of sessions on the speaker's speech.

#### **1.4. Significance of the Study**

The findings of this study are supposed to give both theoretical and practical contributions in rhetoric. Theoretically, the findings of this study were expected to be one of the sources in analyzing Rhetorical problem. Moreover, from this study it can be a new reference for everyone who has the similar field in this research since this study analyzed about the rhetorical strategy using appropriate source which can describe how to use language to other people appropriately and effectively.

Practically, the students who study in university are expected to be able to apply rhetoric in order to convince other people such as in seeking a job. Moreover, this research are expected to know that language can be used a great weapon to obtain some goals. Then, language also can be a parameter to rate people because everything we say is directly proportional with the result of our utterances. If we want to get a good result, then say something trustworthy and worthwhile and, on the contrary, if we say something worst, then we will also gain a bad result. For lecturers, the result of this study are expected as an additional material for rhetoric or public speaking. Also the result of this study is expected to be a contribution to others who are interested in doing similar field of research as a previous study. Finally, this research is expected to be able to remain us that human can be judged as a good or bad person through their use of language.

### 1.5. Scope of the Study

This research is counted on Rhetoric which focuses on the use of language of the speaker which are influencing the speaker's speech in "*The Qur'an and the Bible in the Light of Science*" debate. The researcher focuses on the utterances used by the speaker which has the persuasive meaning. To get more comprehending about this phenomenon, the researcher uses the Monroe's Motivated Sequence's theory.

### 1.6. Definition of the Key Terms

In order to make the readers get easier in understanding this study, here the researcher gave the definition of some key terms that important to be understood as the following:

*Rhetoric*: an ability in using language in order to inform and persuade other people.

Moreover, rhetoric is an equipment to influence someone through arguments which has a power in persuasive language. Besides, it is also a strategy used by speaker to convince the hearer and make them stand behind the speaker.

*Rhetorical Appeals*: The art of rhetoric which show the ability of the speaker in delivering the speech. It is also the primary point in making other people convince in someone's speech or writing including three main elements which are connected each other, those are subject, audience and the speaker. In order to make a good speech or writing someone should look at these elements.

*Persuasive Language:* a language used by rethor, speaker or persuader in order to convince the audience to make them do what the rethor, speaker or persuader wants.

*Monroe's Motivated Sequence:* Theory in convincing the audience which involves five steps of sequences, those are attention, need, satisfaction, visualization and action.

*Al-Qur'an and Bible debate:* Debate organized by ICNA (Islamic Centre of North America) Chicago, USA on 2000 with the topic "The Qur'an and the Bible in the Light of Science".

## **1.7. Research Method**

This part discusses five sections related to research method that is used by the researcher. Those are research design, data and data sources, research instruments, data collections, and data analysis

### **1.7.1. Research Design**

This research is categorized as descriptive qualitative which has a purpose to reveal a fact, situation, phenomena and on-going condition in research and served it as it is. The researcher uses qualitative method in order to answer the problem stated. This research described the persuasive language that emerged or are used by the speaker. It is called qualitative because the



setting in the data is naturally formed, and the researcher as the key instrument. According to Ary, et al (2002: 22) qualitative focuses on understanding social phenomena from the perspective of human participants in natural settings. Further, the data of the research are taken more in words or utterances rather than in numerical form. Descriptive means that in this research, the researcher describes the data from the words and utterances which are spoken by Dr. Zakir Naik as Islam speakers.

This research analyzed the rhetorical strategy in convincing the audience in "*The Qur'an and the Bible in the Light of Science*" debate using Monroe's Motivated Sequence's theory.

#### 1.7.2. Data and Data Sources

The main data source of this study is taken from the utterances used by Dr. Zakir Naik on Al-Qur'an and Bible debate. The primary data in this research is Al-Qur'an and Bible debate video. This video is a debate organized by ICNA (Islamic Centre of North America) Chicago, USA in 2000 with the topic "The Qur'an and the Bible in the Light of Science".

### 1.7.3. Research Instrument

Research instrument is very important to obtain the result of the study. Since it was a qualitative research, the researcher uses human instrument and the researcher is the main instrument to collect, identify and analyze the data.

### 1.7.4. Data Collection

First, the researcher watched the video in order to get the main idea of the debate then categorize the data based on their types of rhetoric. Since the data are taken from video, the researcher observed the debate by watching it many times in order to understand the phenomenon and get the idea. Further, the researcher transcribed the data into text to select the utterances easily and categorized whether the data is important or not. Then, the researcher arranged the data based on the time sequence of words and utterances appeared on video in order to get understanding the data easier. Then, the researcher described and explained the data in which the rhetoric is used in the debate.

### 1.7.5. Data Analysis

The data would be analyzed by Monroe's Motivated Sequence's theory. According to Alan Monroe (1970), in convincing the audience or the successful in persuade other people relied on how the steps, attention, need,

satisfaction, visualization and action, do in someone's speech. First, the researcher categorized the utterances into each of steps (attention, need, satisfaction, visualization and action). Secondly, the researcher omits the data that is not relevant to this research. Thirdly, the researcher analyzes the data. In analyzing the data, the researcher collect the data based on each of session in the debate used by the speaker in presentation, those are the presentation to deliver the scientific errors in each of holly book from both speakers, refutation from the opponent's presentation, and the last is question section from the audience. In the last, the researcher gives conclusion, suggestion and recommendation from this research about what and how the strategies used by the speaker in convincing the audience.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter represents briefly several theories that are closely related to the study. Basic concept of rhetoric, theory of persuasion, Monroe's motivated sequence and previous studies. The detailed explanation is described in the following sections.

#### **2.1. Basic concept of Rhetoric**

Rhetoric is an equipment, tool or weapon used by someone to persuade others as Aristotle says "Rhetoric may be defined as the faculty of observing in any given case the available means of persuasion" (Aristotle 340 BC in Roberts, 2010: 8). According to Aristotle in pursuing people, the speaker should have three types of appeals to convince the audience. The three types of appeal represent ethos, pathos, and logos. Ethos refers to the writer or speaker's credibility, which means the authority of someone in delivering their words to the audience, is it credible or not. Pathos refers to the emotional power of someone's writing or speech, means the ability of someone's argument in establishing the audience or reader emotional appeals. Logos refers to the congeniality of the arguments with the logical appeals, for example, effective arguments will include facts and other supporting details to back up the author's claims/positions.

Basically, there are five stages needed to be mastered in structuring and delivering speech. In order to make an outstanding speech, orators have to fulfill those requirements to make the hearers accept what the orators say. These five concepts usually are termed as canons. Those five aspects are interrelated activities in building a persuasive speech (Asher, 1993: 9186). Those are invention, arrangement, style, memory, and delivery. Invention refers to the act of finding something to say that lends support to the speaker's position. Invention is the most difficult one to be established because this canon provides a public speaker with the recourses and knowledge that gives a speech its substance and value. Without invention, a speaker is simply repeating the same statement repeatedly. Arrangement represents the steps or organization of speech. It deals with the coherence and continuity in each of steps in speech. Style deals with assisting the contents in an appropriate and effective way. Style is the complement of invention, while invention provides the content, style provides the form. If invention addresses what is to be said, style addresses how it will be said. Memory refers to the ability in memorizing a text then reproduces it in natural way, including the ideas and arguments. Delivery deals with the manner used by the speaker in performing the speech, including voice and gesture, whereas style addresses the manner through words, the canon of delivery addresses the manner with the body and physical performs. (Crick, 2011: 10)

## 2.2. Theory of Persuasion

### 2.1.1. *Monroe's Motivated Sequence*

The motivated sequence is one of the most widely used formula for persuasive speech (McCroskey, 1968; Ehninger, Monroe, & Gronbeck, 1978; Sprague & Stuart, 2000; Waicukauski, Sandler, & Epps, 2001). It was developed by Professor Alan H. Monroe in the 1930s, originally as a way to organize sales presentations. Now, it is widely used in all sorts of oral and written communication. The motivated sequence is especially appropriate for speeches designed to move listeners to action (to persuade listeners to do something). Nevertheless, it will be useful for informative speeches as well. This sequence provides stages or steps on how speaker's guide the audience to accept their utterances. Most of people lived to seek a balance in their cognition. It can be achieved by gaining information from many sources. Alan Monroe (1969) stated that

“Although individuals may vary to some extent, research has shown that most people seek consistency or balance among their cognitions. When confronted with a problem that disturbs their normal orientation, they look for a solution; when they feel a want or need, they search for a way to satisfy it. In short, when anything throws them into a condition of disorganization or dissonance, they are motivated to adjust their cognitions or values, or to alter their behavior so as to achieve a new state of balance” (pg. 42).

The Motivated Sequence derives its name from the fact that by following the normal processes of human thinking it motivates an audience to respond affirmatively to the speaker's purpose. The sequence contains five distinct steps.

The first is *attention* step or getting the audience's attention, as the speaker must first motivate the audience to listen to the speech (Ehninger et al, 1978). Once the speaker can get the audience's attention, the next step can be obtained easier. The *attention* step is the part of introduction or opening, so that, in *attention* step the speakers should also establish their credibility. Several ways to accomplish this include showing the importance, making a startling statement, arousing curiosity, relevant quotation, using anecdote or illustration, and so on.

The next step is the *need* step, where auditors must become aware of a compelling, personalized problem (Ehninger et al, 1978). In this second part of the speech, speaker would demonstrate that there is a problem, that something is wrong, that a *need* exists. The listeners should feel that they have to learn something (if the speech is an informative one) or that they have to change their attitudes or do something (if the speech is a persuasive one). There are several elements should be included in the *need* step; give a clear concise statement or description of the need, provide one or more detailed examples, offer statistical data, share testimony and other form of support to show the importance of the speech.

The third step is the *satisfaction* step (Ehninger et al, 1978). In this stage, the speaker is providing a recommendation or solution to satisfy the second step (the need step). Here, the speaker should present the "answer" or the "solution" to eliminate the problem. In this step, the listener should, now, believe that what the speaker informing them about will effectively satisfy the need. The strategies to

achieve this include provide a complete concise explanation of the speaker's plan, employ a theoretical demonstration or show how this action logically meets the problem, give actual examples how this plan has worked effectively, use facts, figures ,and the testimony of experts to support the claims or plan.

*Visualization* is the fourth step of the sequence (Ehninger et al, 1978). The function of visualization step is to intensify the audience's desire to agree with the speaker in order to motivate them to believe, feel, or act accordingly. In this step, the speaker take the audience beyond the present time then place and enable them to imagine, to think, to visualize, the situation as if the problem was eliminated. The visualization step can be developed in three methods. First is the positive method is describing conditions as they will be in the future if the solution of the speaker's purpose is carried out. Second is the negative method, which is describing the adverse conditions that will prevail in the future if the solution of the speaker who has presented is not carried out. The last is contrast method that is combining both positive and negative method.

Finally, action is the last step of the sequence (Ehninger et al, 1978). The function of the action step is to translate the desire created in the *visualization* step into overt action. The speech should end with an overt call for the listeners to act in agreement with the speaker's pleas. Typical strategies of achieving this include a summary of the speech, quotation, or a statement of inducement. In completing this step need two basic strategies. First, *tell the audience exactly what they must do*.



Frequently, speaker use emotional appeals here, or, they might give the listeners guidelines for future action. Second, *remind the listeners of the connections that have established throughout the speech*. Throughout the motivated sequence speech, the speaker has established a number of important connections and relationships. The speaker should make sure that the listeners remember them and see that the action the speaker ask for is related and will satisfy the need and enable them to live in a world (in a community, in our example of the youth center) that is a lot better than it would be otherwise. Here is the example of the using of Motivated Sequence.

*Hey, man. You look great. But, your shoes are a mess. You don't want to walk into a meeting with mud on your shoes, do you? I can fix that for you. You will look a lot better for that meeting if you have shined shoes. Sit right here and I will polish them up.*

(<http://wps.ablongman.com/wps/media/objects/1304/1336209/motivated.doc>.)

In this brief sentence, the young boy executed all 5 steps of the motivated sequence:

*Hey, man. You look great.* [Step 1. Attention: caught the attention of a passerby with a simple compliment] *But, your shoes are a mess. You don't want to walk into a meeting with mud on your shoes, do you?* [Step 2. Need: demonstrated that the man had a problem, that a need for change existed] *I can fix that for you.* [Step 3. Satisfaction: told man that the problem can be corrected] *You will look a lot better for that meeting if you had shined shoes.* [Step 4. Visualization: showed how

things would be better if the problem was resolved] *Sit right here and I will polish them up.* [Step 5. Action: told the man what he had to do to resolve the problem, to satisfy the need]

### 2.1.2. *Chronology Pattern*

An approach used often in both persuasive and non-persuasive speeches is to order the main points of the speech chronologically, or based on a time sequence (McCroskey, 1986; Ehninger et al., 1978; Lubet, 1993; Sprague & Stuart, 2000). This strategy is particularly useful when it is important for the audiences to perceive time relationships between issues or material in the message.

### 2.1.3. *Topical Pattern*

While *The Speaker's Handbook* (Sprague & Stuart, 2000) claims that this is the most frequently used speech pattern, the authors also admit that it is the most difficult in that “you cannot rely on a predetermined structure, but rather must understand the range and limitations of the subject itself in order to select an effective pattern”(p.100)”. This methods including Introduction, Brief summary of case, identify issues, order of issues, resolution of issues, and Conclusion.

#### 2.1.4. *Causal (Cause-Effect) Pattern*

This pattern is commonly used to show that events which occur in sequence are in fact causally related. This structure is best suited for a speech in which the goal is to achieve either understanding or agreement about the specific relationship between an occurrence and either its roots (cause) or its consequences (effect).

### 2.2. **Previous Study**

Lately, some researchers did the study about rhetoric such as John Heritage and David Greatbatch (1986) observed on: “*Generating Applause: A Study of Rhetoric and Response at Party Political Conferences*”. They found that in British political party, the audience responses are influenced by the verbal structuring of the statements that are made. Further, they also found the relationship between rhetoric and response is broadly independent of political party, the political status of the speaker, and the popularity of the message. Performance factors are also found to influence the likelihood of audience response strongly.

Another researcher was Theodore Otto Windt Jr (1986) examined on “*Presidential Rhetoric: Definition of a Field of Study*”. In the result, he described the state of the discipline and to outline six areas of inquiry that are mandate critical attention. Those are the nature of presidential rhetoric, the nature of presidential ethos, the distinctive of rhetorical periods, how and to what extent do presidency and

media, the rhetorical differences between campaigning and governing, and the nature of contemporary political language.

Next is Mariana Coanca (2000) observed on “*Persuasive Communication in Business*”. In business, she found that there are three techniques for increasing the seller persuasiveness; focusing on the people receiving the message, using persuasive words, especially “you”, and eliminating barriers to persuasive communication. She said that any one of these techniques will help the persuader be more persuasive. Using all three will do wonders for the power of persuasion. Then she also gave several phrases that give the persuader power in persuade the consumer.

Then, there is Khoirini'mah (2010) researched on “*A Rhetoric Analysis Used in Soekarno's Speech at the Fifteenth United Nations General Assembly*”. In her research, she applied both theories proposed by Burke and Aristotle. In the results, based on Burke's theory, she found that Soekarno applies “pentad”. Pentad is a key term consist of five proper elements in Burke's theory to investigate symbolic activity, those are act, scene, agent, agency and purpose. While in Aristotle's theory, she found that Soekarno applied logical, emotional and ethical appeal.

Rhetoric is not only spoken but also in written text, for instance the research done by Edward F. Mc Quarrie (1996) who examined: *Figures of Rhetoric in Advertising Language*”. He investigates the figures of rhetoric in advertisement. In his research, he classified the rhetorical figures that distinguish between figurative

and nonfigurative text, and among four rhetorical operations (repetition, reversal, substitution, and destabilization).

Muhammad Usman (2013) researched on “*Creation of Effective Advertising in the persuasion of Target Audience*”. This research is almost similar with Mc Quarrie’s research who’s observed on advertising, but it is different in the result. In this research, he investigated how an effective advertising can be created in order to influence the audiences. In creating advertisement, he found that ads use the several factors such as humor, medium uniqueness, marketing strategy, national culture and consumer motives to make the effective advertising in order to persuade the target audience. In the result, he found that the consumer, mostly, prefers humor advertisements. He said that the advertisers used the different types of humor to motivate the consumer from different destination of the world with different cultural preferences.

In the previous studies mentioned above, it can be seen there are various similarities and differences between researchers. John Heritage and David Greatbatch (1986); Theodore Otto Windt Jr (1986); and Khoirini’mah (2010) focused on how to convince the audience in Political fields. Even though with different approach and theory, the results of those researchers are almost similar; while Mariana Coanca (2000) who’s observed on “*Persuasive Communication in Business*” focuses on how to convince the target audience or consumer in business or marketing fields. Then,

Edward F. Mc Quarrie (1996) and Muhammad Usman (2013) focused on persuasive writing which are contributing their ideas in advertising fields.



## CHAPTER III

### FINDING AND DISCUSSION

This chapter presents the analysis of the data findings and discussions based on the theoretical framework as stated in chapter II. The findings are discussed based on the appearance of the data in the using of persuasive language of Dr. Zakir Naik as Moslem speaker in “*The Qur’an and the Bible in the Light of Science*” debate. Whereas the discussions are based on the analysis of the data findings to explain the research concerned.

#### 3.1. Research Finding

This part presents the finding of the data. In this debate, there are two speakers whose are Dr. William Campbell from Christian, and Dr. Zakir Naik from Islam side. Yet, the data on this research will only be taken from the utterances used by Dr. Zakir Naik. In this research finding, the researcher explains how the speaker applies the strategy in convincing the audiences through the debate. The duration of the debate in the video is approximately 4 hours. This debate itself are divided into three parts which are the presentation to deliver the scientific errors in each of holly book from both speakers, refutation from the opponent’s presentation, and the last is question session from the audience. The format of the Dialogue will be 55 minutes in presentation session for each of speakers, 25 minutes in rebuttal also for each of

speakers, then followed by Question and answer session for about 1 hour. Therefore, the steps or sequences from Monroe's theory will also be categorized into three parts according to each part of the speaker's presentation which are spoken of.

Due to the Moslem speaker (Dr. Zakir Naik) got the second turn, so that, the sequence will be; refutation from the opponent's presentation, the presentation to deliver the scientific errors in each of holly book from both speakers and question session from the audience. In refutation, he applies all the Monroe's theory in convincing his audience.

#### 3.1.1. Refutation Session

Context: In this session, the speaker speaks in rebuttal about the presentation given by the opposing speaker which has presented the scientific error stated in Qur'an.

Step: The Attention step

Context: The speaker, before entered to the topic, started the debate by giving quotation from Qur'an and giving Islam greeting to the audiences. Then, he started to explain the topic of the debate.



## Datum 1

“The glorious Qur’an is the last and the final revelation which was revealed to the last and final messenger, Prophet Mohammed peace be upon him. For any book to claim that it is a Revelation from Almighty God, it should stand the test of time.”

In this *attention* step, the speaker tried to draw the audiences’ interest by giving a short opening and challenge about what book should be called as revelation from God. The functions of the *attention* step are to create interest in the topic and desire to attend to the problem, to establish the credibility and connection to the topic, and to address the audience's psychological states or predispositions to the topic.

In this datum, the speaker opened the speech by giving a direct statement about what a holy book should be. Here, the speaker drew the audiences’ attention by giving a challenge to any of book to claim that it is a Revelation from God, **“it should stand the test of time”** because a holy book is a gift, not human hand made. Therefore, for any of book that cannot stand against this challenge, it cannot be called as revelation from God. Psychologically, everyone who hears this challenge will give interest and hear, then they will ask their own belief, is my belief right? Or, what is the challenge? Then they will start to hear what the speaker says and sees whether their belief can answer or fulfill the challenge or not. In addition, in this step the speaker showed his credibility by making a statement in full of confidence that **the Glorious Qur’an is the last and final revelation** from God and the complement from previous book, so that, he tried to make the audiences’ think that Qur’an is a gift from God and can through the challenge.

Step: The Attention step

Context: the speaker continued to speak in attention step in order to give more explanation about the topic to the audiences, now, by giving the facts about Qur'an in the previous day.

Datum 2

“Previously in the olden days, it was the age of miracle. Alhamdulillah, the Qur'an is the miracle of miracles. Later on, came the age of literature and poetry, and Muslim and non-Muslim alike, they claim the glorious Qur'an to be the best Arabic Literature available in the face of the earth.”

One of ways to make people believe in our utterances is giving an instance in what we deliver to them. It can be seen in the datum above, the speaker gave statement to the audience about the fact about Qur'an which is a valid data and agreed by most of people. In this context, the speaker tried to show the credibility that Qur'an is the revelation from God by giving examples from the olden days about Qur'an. It was stated in the second sentences that people **claim the glorious Qur'an to be the best Arabic Literature available in the face of the earth**. In this statement, the speaker seemed to make the audiences have a perception that Qur'an is the only holy book in the face of the earth which can fulfill the challenge and haven't scientific errors. It can be seen from the example given by the speaker which says that the glorious Qur'an can stand the test of time.

Step: The need step

Context: the speaker started to give refutation by giving statement about how Qur'an talks about the assessment of scientific error stated by the opposing speaker.

Datum 3

“But today, is the age of science and technology. Let's us analyze whether the Qur'an is compatible or incompatible with modern science.”

In this step, the speaker demonstrated that there is a problem, that something is wrong. The problem or the need is, **is Qur'an compatible or incompatible with modern science?** Also in this step, the speaker invited the audiences to watch and discuss it together in order to convince the audiences that there is a need for action to be taken.

Step: The attention step

Context: The speaker started to speak in his rebuttal by giving quotation from a famous people about what science and religion should be.

Datum 4

“Albert Einstein said: 'Science without religion is lame, and religion without science is blind'”.

Again, the speaker tried to get the audiences' attention by giving a quotation from Einstein. Here, the speaker said that people should have religion and science in

their live be balanced. The speaker, in this context, tried to make the audiences think by giving a quotation that religion and science should have walked side-by-side and contiguous, they cannot walk imbalanced. In this statement, he said that the right religion should support the theories of science. Therefore, any of religion to be able to prove the theories of science or in the contrary, it can be said that the religion is right, in this context is the rule of each religion or their holy book.

After giving introduction and stated the problem, the audiences will give enthusiasm in the speaker speech and started to follow the rest of the presentation due to the use of language and good intonation from the speaker.

Step: The satisfaction step

Context: The speaker, after refuted the scientific error given by the opposing speaker, gave the explanation about what is Qur'an to give interpretation to the audiences.

Datum 5

“Let me remind you that the glorious Qur'an is not a book of science (S-C-I-E-N-C-E). It is a book of signs (S-I-G-N-S). It's a book of ayat (means verses). And there are more than six thousand sign (ayat) in the Glorious Qur'an out of which more than a thousand speaks about science.”

This step is to show that the need or the problem can be satisfied. Here, the speaker provided the answer from the Question about, is Qur'an compatible or incompatible with modern science. He said that Qur'an is not a book that are only

speak about science which he said in datum above **the glorious Qur'an is not a book of science**, but also everything that are related to human and God, and also the rule in life but explained in sign language or stated in indirect language. However, though Qur'an is the book of signs, it can answer and prove the entire problems especially in the field of science as he stated that in the last sentence. In this statement, the speaker told the audiences that Qur'an did not give an explanation and describe about something in direct language, so that, the way to understand Qur'an is using logical thought.

Step: The visualization step

Context: The speaker tried to make the audiences believe that Qur'an is the revelation from God by giving a statement about how to understand and comprehend Qur'an. In this context, the speaker started to be believed by the audiences due to the applause given by the audiences.

Datum 6

“As long as your logical, and after a logical explanation given to you, not a single person will be able to prove a single verse of the Qur'an in conflict with established modern science.” (Applause)

The function of the visualization step is to intensify desire and seek belief or action from the audiences. To accomplish this, the speaker needs to project into the future and describe the results of the solution (the satisfaction step). Here, the speaker

set the audiences thought by giving visualization that to understand Qur'an, people should **use their logical and given a logical explanation.** Means that Qur'an cannot be translated arbitrary by anyone, let alone by a laymen person.

Moreover, in this step the audiences were asked to visualize what will happen if the solutions are implemented or what will happen if they do not come to fruition. The speaker, in this context, stated in pragmatic language or indirect speech that Qur'an will only can be understood by anyone who are using their logical thought in comprehending the meaning in the Qur'an.

Step: The satisfaction step

Context: The speaker started to refute the scientific error in the Qur'an in the field of Astronomy and gave quotation from Qur'an to support his statement.

Datum 7

“As far as Qur'an and modern science is concerned. In the field of Astronomy. The scientist (the Astronomies), a few decades earlier, they describe how the universe came into existence. They call it the Big Bang. And they said: initially there was one primary nebula, which later on, it separated with a Big Bang which gives rise to galaxies, stars, sun and the earth we live in. This information is given in a nutshell in the glorious Qur'an in Surah Al Anbiya Ch.21 V.30, which say: *'Do not the unbeliever see that the heaven and the earth were joined together and we clove them asunder'*. Imagine this information which we came to know recently, the Qur'an mentions 1400 years ago”.

In this step, in order to convince the audience, the speaker was back to the satisfaction step to give an example about the theory of the existence of the universe.

After stated the theory and gave the explanation about how the universe came into existence, the speaker mentioned one of verses in Qur'an. In this context, the speaker tried to make the audiences believe by giving example of one of theories which is supported by verses in Qur'an, also, in order to convince the audiences that Qur'an, which is came earlier, has been recognize something that people still unrealized at that time. It was stated in the last sentence, which is said that **this information which we came to know recently, the Qur'an mentions 1400 years ago**. In addition, in this step the speaker also showed that Qur'an is only can be understood by logical thought and given in logical explanation, because the verse stated by the speaker above are explained in sign language.

Step: The satisfaction step

Context: After proved the scientific error in previous statement is wrong, the speaker, now, tried to refute another scientific error given by the opposing speaker about what Qur'an says about water cycle, then to strengthen his statement he also quoted many of verses in the Qur'an related to water cycle.

Datum 8

“In the field of water cycle, Dr. William Campbel pointed out certain things. The Qur'an describe the water cycle in great details. He said: there is not a single verse in Qur'an which speaks about Evaporation. Qur'an says in Surah Tariq Ch 86 V 11; *'That by the capacity of the heavens to return'*. And almost all the commentaries of the Qur'an, they said that this verse of surah Tariq Ch. 86 V. 11 refers to the capacity of the heavens to return back rain, meaning Evaporation. Regarding what he said



about the Bible, he showed stage one and stage three in the first slide. And the second, stage 1, 3 and then 2. 'That the rain water is taken up' he says, and then the rain water comes down on the earth. This is the philosophy of phase of Phasofmillitas in 7<sup>th</sup> century BC. He thought that the spray of the ocean was picked up by the wind and send to the interior as rain, there no cloud mentioned there. In the second quotation, Dr. William Campbell gave, first is according to him (evaporation), which we agree, we don't mind having the concordance approach with the Bible. Then rain falls down, and then the clouds formed. That's not to complete water cycle. (Alhamdulillah) the Qur'an describes the water cycle in great detail, in several places. How does the water rise, evaporates, form into clouds, the cloud join together, they stalk up, there is thunder and lightning. Water comes down, the cloud move into the interior, they fall down as rain, and the evaporation of the water table and (Alhamdulillah) in great detail. The Qur'an describes the water cycle in great detail, in several places, in surah Al Nur Ch. 24 V. 43, Surah Al Rum Ch.30 V.48, Surah Al Zumar Ch.39 V.21, Surah Al Mu'minin Ch.23 V.18, Surah Rum Ch.30 V.24, Surah Al Hijr Ch.15 V.22, Surah Al A'raf Ch. 7 V.57, Surah Al Rad Ch.13 V.17, (Applause) Surah Furqon Ch.25 V.48-49, Surah Fathir Ch. 35 V.9, Surah Yasin Ch.36 V.34, Surah Jathiya Ch.45 V.5, Surah Qaf Ch.50 V.9, Surah Al Waqiah Ch. 56 V.68-70, Surah Al Mulk Ch.67 V.30, The Qur'an describes the water cycle in great detail".

It can be seen in the datum above, in this step the speaker started to speak in rebuttal about the statement declared by the opposing speaker which is said that; there is not a single verse in the Qur'an which is said about evaporation. He also said that, according to Dr. William Campbell, evaporation is already said in Bible which is came earlier than Qur'an, so that, Qur'an is only follow what the Bible said about evaporation.

Yet, Dr. Zakir Naik as Moslem speaker refuted it by saying that the statement given by Dr. William Campbell is the philosophy of phase of Phasofmillitas in 7<sup>th</sup> century BC, which is said about evaporation, but not in complete step as he stated in datum above, **Then rain falls down, and then the clouds formed. That's not to complete water cycle.** Then, he started to say that Qur'an explained about water



cycle in detail step, started from how does the water rise, evaporates, form into clouds, the cloud join together, they stalk up, there is thunder and lightning. Water comes down, the cloud move into the interior, they fall down as rain, and the evaporation of the water table as Qur'an describe in datum above. The detailed explanation from Dr. Zakir and those verses from Qur'an also made the audiences believe more than before, because the speaker provided the refutation were completely detail with those verses of Qur'an which is supported his statement and argumentation.

Step: The attention step

Context: The speaker gave explanation about the condition of the earth according to experts to give description to the audiences before he began to speak in rebuttal.

Datum 9

“In the field of Geology, we have come to know today, the Geologists tell us that the radius of the earth is approximately 3750 miles, and the deeper layer, they are hot and fluid and cannot sustain life. And the superficial part of the earth's crust we life on, it's very thin, hardly 1 to 30 miles, some portions are thicker, but the majority is 1 to 30 miles. And there are possibility that this superficial layer, the earth's crust it will shake, due to the folding phenomenon, which give rise the mountain ranges, which gives stability to the earth”.

It can be seen in datum above, the speaker tried to gain the audiences' attention by giving the condition of the earth and explained how the mountain was formed, **due to the folding phenomenon**, and the use of mountain, **which gives**

**stability to the earth.** In this step, the speaker convinced the audiences by explaining the importance of mountains which gives stability to the earth. In the last sentence, the speaker made a statement about the mountain that contrast with the opposing speaker which says that the mountain makes the earth instability due to the shake caused by the mountain. In this context, the speaker also tried to get the audiences' attention through this statement. This statement is arousing the audiences' curiosity because what the speaker conveyed is in contrary with the opposing speaker. In this situation, the speaker will get the audiences' attention because they will hear why the speaker made such statement like that.

Step: The attention step

Context: The speaker gave quotation from one of Surah in Qur'an then explains the meaning to the audiences then supported by facts according to the geologists.

Datum 10

“And Qur'an says in Surah Naba Ch. 78: V. 6-7. *'We have meet the earth as an expanse (Waljibaala awtaada), and the mountain as stakes'*. The Arabic *walawtaad* means stakes, meaning tent peg. And today we have come to know in the study of modern geology, that mountain has got deep roots, this was known in the second half of the 19<sup>th</sup> century, and the superficial part that we see on the mountain is a very small percentage, the deeper part is within. Exactly like a stake, how it is driven in the ground, you can only see a small part on the top, the majority is down in the ground”.

To make the audiences more believe in the speaker utterances about geology, he quoted one of ayah from Qur'an to support what the speaker delivered, which says

that **God made the earth in wide shape and using the mountain as stakes**. In this context, the speaker tried to aim the audiences thought that mountain is made for giving the stability to the earth, due to the use of mountain as stakes. Moreover, through this statement, the speaker reversing the statement given by the opposing speaker about geology based on what Qur'an says in the field of geology.

It can be seen in the datum above, the speaker still tried to gain the audiences' attention by giving an opening about what Qur'an said about geology to give the audiences description before he speaks in rebuttal about the scientific error spoken by the opposing speaker. In addition, in this context, the speaker also drove the audience slowly to get their interest by giving long opening and at the same time he also handle the debate through the use of language he delivered to the audiences.

Step: The need step

Context: The speaker proposed the problem which makes the Qur'an has scientific error, according to the opposing speaker, then, he refuted it by giving the exact meaning about the verse and supported it by statement from the expert.

Datum 11

"If you read a book (the Earth), which is referred by almost all the universities in the field of geology. One of it's authors by the name of Dr. Frank Press, he writes in his book that the mountain are wedge shaped it has deep roots within, and he says that the mountain of the earth is to stabilize the earth. And the Qur'an says in Surah Al Anbiya' Ch. 21:V.31, Surah Luqman Ch.31:V10, as well as Surah An Nahl

Ch.16:V.15, *'That we have made the mountains standing firm on the earth, less it would shake with them and with you'.* The function of the mountain in the Qur'an is given to prevent the earth from shaking. Nowhere does the Qur'an say that mountain prevents the earth from earthquake. And Dr. William Campbell said that you find in mountains region, there are various earthquakes and mountains cause earthquake".

It can be seen in datum above, in this step, the speaker proposed the problem or, in this context, the scientific error given by the opposing speaker. He said that Qur'an, according to the Dr. Campbell, has scientific error due to the meaning of one of Surah which is said that mountain prevents the earth from earthquake, but in the fact it doesn't happen. However, after proposed the problem, the Moslem speaker directly refutes it by giving explanation about the Surah. The right meaning of the Surah is that God made the mountain in order to prevent the earth from shaking, not earthquake as he said in datum above, **"Nowhere does the Qur'an say that mountain prevents the earth from earthquake"**. In addition, to make the audiences believe, the speaker named one of expert geologist, who is one of the authors referred by almost all geologists, which say that the utility of mountain is to stabilize the earth.

In this statement, the speaker also underlying the important thing of one of the Surah's meaning that there is not a single verse of the Qur'an which says that mountain prevents earthquake. This statement will reverse the previous statement given by the opposing speaker and, once more, disputing his statement. In this context, the speaker easily gaining the audiences' believes due to the long explanation

and example in the opening which gives the audiences description about the function of the mountain.

Step: The satisfaction step

Context: The speaker provided an answer from the problem about the error translation which has been done by the opposing speaker. Then, the speaker gave the exact translation about that verse of Qur'an.

Datum 12

“Point to be noted: nowhere does the Qur'an say that mountains prevent earthquake. The Arabic word for earthquake as Dr. Campbell knows Arabic is *zelzal* or *zalzala*, but the words used in these three verses I quoted, it is *tameeda* which means to shake, to sway, to swing.”

It can be seen in datum above, in this context the speaker showed the error in translating one of the verses in Qur'an which have been done by the opposing speaker that makes the problem emerged. In this context, the speaker strengthened the explanation in rebuttal that mountains have made in order to prevent the earth from shaking. Moreover, he also describe that **the word for earthquake in Qur'an is *zelzal***, but in that verse, **Qur'an used the word *tameeda***, so that, it has different meaning and between earthquake and shake.

In addition, in this statement, the speaker pointed out that Qur'an never says the mountains prevent the earth from earthquake. Therefore, based on this context, he

claimed that this problem is emerged due to the error in translating the Qur'an's meaning.

#### Step: The Visualization step

Context: The speaker gave visualization to the audiences to make them easily understand about the satisfaction or the answer given by the speaker in previous statement.

Datum 13

“And Qur'an says in Surah Luqman Ch.31:V10, as well as Surah An Nahl Ch.16:V.15,’ *That we have made the mountains standing firm on the earth, less it would shake with you*’. It's *Tameeda Bekoom*, shake with you. Indicating, if the mountains were not there, if you would have walked, if you would have moved, even the earth would have moved with you. If you would have swayed, even the earth would have swayed with you, and we know normally when we walk on the earth, it doesn't shake.”

Here, the speaker using the second method in visualization step, which describe the adverse conditions that will prevail in the future if the solution of the speaker who has presented is not carried out. It can be seen in datum above, the visualization step here was used to think and make the audiences visualize if there is no mountain in the earth, whatever we will do, walk, jump, swayed, and other activities in the earth's surface, it will also shake as well as our movement. It was stated in the third sentence that, **if you would have walked, if you would have moved, even the earth would have moved with you**. In addition, before the speaker

made the audiences visualize the future condition, once more the speaker quoted several verses from Qur'an in first and second sentence to strengthen the facts and establish the truth about what Qur'an says about geology.

Step: The attention step

Context: The speaker moved to the other scientific error, in the field of oceanology, and gave an opening to the audiences by giving quotation on Qur'an then explained it and supported by the statement from the expert.

Datum 14

“In the field of Oceanology, the glorious Qur'an says in Surah Al Furqan Ch.25:V.53, that: *'It is Allah who has let free two bodies of flowing water, one sweet and palatable, the other salt and bitter, though they meet, they do not mix, between them there is a barrier which is forbidden to be trespassed'*. Today after advancement of oceanology, we have come to know that whenever one type of water flows into the other type of water, it looses it's constituents, and gets homogenize into the water it flows. There is a slanting homogenizing area, which Qur'an refers it to as *Barzak* = unseen barrier. And this has been agreed upon by several scientist, even of America, by the name of Dr. Hay, he is an oceanology”.

It can be seen in datum above, the speaker started another refutation, now in the field of oceanology, by quoted one of Surah in Qur'an as previous refutation. Yet, in this context, due to the time remaining, the speaker explained directly about the topic rather than giving long opening and explanation as previous topics. However, even though he straight forward to the topic, the speaker still delivered clearly and can be understood easily. Based on the statement given by the speaker above, he said

that there is an unseen barrier every time water in different type flows into another water. His statement also has been strengthened by the facts that many of scientist has been agreed about the statement in Qur'an about this context, as he said in the last sentence that, **And this has been agreed upon by several scientist, even of America, by the name of Dr. Hay, he is an oceanology.**

Step: The need step

Context: The speaker described the problem stated by the opposing speaker about the recent field of study.

Datum 15

“And Dr. William Campbell writes in his book that: It's an observer phenomena. The fishermen of that time knew that there were two types of water (salt and sweet). So prophet Mohammed during an expedition to Syria. He may have gone in the sea or he may have spoken to these fishermen”.

In this context, the speaker delivered new problem, based on the opposing speaker's said in his book, which say that what the Qur'an says, through Mohammed, in the field of oceanology is an observer phenomena. Therefore, it is not a sign of science because all of people know about the problem which is said that, regarding to Dr. Campbell, everyone knows about salt and sweet water long time ago.



Step: The satisfaction step

Context: The speaker, then, answered the problem stated in his previous statement and explained that there is a different point about the utterances from the opposing speaker with the verse in Qur'an.

Datum 16

“Sweet and salt water is an observer phenomena, I agree. But people did not know that there was unseen barrier until recently. The scientific point to be noted here is the *Barzak*, not sweet and salt water”.

It can be seen in datum above, the speaker spoke in rebuttal about what the statement given by Dr. Campbell. He said that the scientific signs stated in Qur'an were not talk about sweet and salt water, but it says about the *Barzak* or called as unseen barrier. In this context, the speaker showed the fault done by the opposing speaker in catching the purpose of this verse of Qur'an which makes the error emerged. He stated it in the last sentence that **the point to be noted is the word *Barzak* (unseen barrier)** not sweet and salt water proposed by Dr. Campbell.

Step: The action step

Context: The speaker explained about what and to whom the Bible is revealed, then, delivered his demand indirectly to the audiences.

Datum 17

“Regarding to Dr. William Campbell statement that: to analyze the meaning of a word, we have to see what was the meaning at that time when it was revealed. And he rightly said that to analyze the meaning, we have to analyze the meaning at that time it was revealed and to the people whom was meant for. As far as this statement of his is concerned, regarding the Bible, I do agree with it totally, because the Bible was only meant for the children of Israel, at that time. Jesus Christ peace be upon him said in Book of Mathew Ch.15:V.24. *‘I am not sent, but to the lost sheep of the house of Israel’*”.

The function of attention step is to make the audiences call into action and make them in agreement over the speaker’s pleas. It can be seen in datum above, the speaker tried to make the audiences understand that Bible and Jesus Christ peace be upon him is the revelation and messenger or revelation which is sent for Israelis, not for all the Gentiles (The Non-Jews, the Hindus, the Buddhists, the Muslims). It was stated in the last sentence which is said, *‘I am not sent, but to the lost sheep of the house of Israel’*. Indicating, the precept on the Bible and Jesus Christ peace be upon him cannot apply for people in this period. In addition, in this context the speaker wanted to make the audiences believe about the truth of Bible and Jesus Christ peace be upon him by quoting one of verses from Book of Mathew which strengthen his statement that Jesus Christ peace be upon him is not a God, but he is a messenger from God. The word ***I am not sent*** is clearly indicated that Jesus Christ peace be upon him is a messenger.

Step: The action step

Context: The speaker explained about what and to whom Qur'an is revealed then invited the audiences to choose with their logical.

Datum 18

“But the Qur'an was not meant only for the Arabs of that time. Qur'an is not meant only for the Muslims. The Qur'an is meant for the whole of humanity and it is meant for eternity, as Qur'an says in Surah Ibrahim Ch.14:V.52, Surah Baqarah Ch.2:V.185 and Surah Zumar Ch.39:V.41. and prophet Mohammed peace be upon him was not sent only for the Muslims of the Arabs. Allah says in Qur'an in Surah Al Anbiya' Ch.21:V.107, *'That We have sent thee as a mercy, as a guidance, to the whole of human kind'*. (Applause) So as far as Qur'an is concerned, you cannot limit the meaning only for that time, because it meant for eternity. So, you have to choose with your logical”.

It can be seen in datum above, the speaker gave the final call for all of the audiences about the truth of Qur'an and Prophet Mohammed peace be upon him. In this context, he said that Qur'an is a final revelation which is meant for eternity and, On the contrary with Bible, Qur'an is sent for all of people which is supported by verses quoted by the speaker, as he said above, **the Qur'an is meant for the whole of humanity and it is meant for eternity**. Therefore, in the last sentences the speaker gave an option to the audiences to, once more, choose with logical. In this context the speaker respected what the audiences' choice since Islam invites people to follow them not in violence action, but rather in flaccidity.

The refutation session in the debate is over after he conveyed the truth about Bible and Jesus Christ peace be upon him and Qur'an and Prophet Mohammed peace be upon him and also invited the audiences to think with their logically.

### 3.1.2. Presentation Session

In this session, the speaker gave several scientific errors stated in the Bible which make the Bible cannot called as revelation from God because the word of God cannot contains mistake. In this session, the speaker also applied all of step stated by Alan Monroe which make him credible and believed by the audiences in the debate due to the use of language and the way how he delivered it to the audiences.

Step: The attention step

Context: The speaker opening the presentation by giving quotation from Qur'an and the Bible about what the holy books call such people which have not guidance.

Datum 19

"I started my talk by quoting the verse from Glorious Qur'an from Surah Fushilah Ch.41:V.53. it says: *'That soon We shall show them Our signs in the farthest reaches of the horizons, and into their souls, until it is clear to them, that this is the truth'*. This one verse was efficient to prove that Qur'an is a Divine Revelation. Some may require ten signs, some may require hundred, some, even after a thousand signs are given, they will not accept the truth. Qur'an calls such people, as in Surah Al-Baqarah Ch.2:V.18, *'The deaf, the dumb, the blind, they will not return to the true path'*. The Bible says the same things, in Gospel of Mathew Ch.13:V.13, *'Seeing the see not, hearing the hear not, neither will they understand.'*"

It can be seen in datum above the speaker, as usual, opening his speech by quoting one of Surah in Qur'an which, later on, support his statement and to give an image about what the speaker's will say in order to make the audiences easily to understand. In this context, the speaker said that people, according to Qur'an, will

recognize the truth when they are showed the signs stated on Qur'an, quickly, in long duration or never accept the truth. The sentence, **Some may require ten signs, some may require hundred, some, even after a thousand signs are given, they will not accept the truth**, above showed the time require and how much the signs needed of each person to accept the truth of Qur'an. In addition, the speaker also conveyed that what the Qur'an and also the Bible calls such people which never accept the truth, as Qur'an says in **Surah Al-Baqarah Ch.2:V.18**.

In this step, the speaker tried to get the audiences' interest by aiming their thought to this verse of Qur'an, **Surah Fushilah Ch.41:V.53**, that people, which have showed the signs of Qur'an will have guidance and knows the truth. He also gave an instance about one of Professor in Chang Mai University in Thailand, who is the head of the department of Anatomy, named Thagada Shaun who proclaimed the Shahada after followed the 8<sup>th</sup> medical conference in Riyadh.

Step: The need step

Context: The speaker started to deliver about what is the Bible which is different with the Injeel which Muslims believe. Therefore, the speaker also gave available error in the Bible, which is the problem, due to the Bible is not only from the word of God but it also from other handy human made.

Datum 20

"Let me make it clear to everyone that this Bible, Which the Christians believe to be the word of God, is not the Injeel which we Muslims believe was revealed to Prophet Jesus peace be upon him. This Bible, according to us, it may contain the word of God, But it also contains: Words of Prophets, words of Historians, it contains the absurdities, obscenity as well as innumerable scientific errors. If there are scientific points mentioned in Bible, there are possibilities, why not? It may be part of the word of God in the Bible. But what about the scientific errors? What about the unscientific portions? Can you attribute this to God?"

The word of God cannot contain errors. This sentence is the problem given by the speaker to give an explanation to the audience that Revelation from God will never contain mistakes though it is only one. It can be seen in datum above, the speaker explain the Bible, the Christian's holy book, is not the Injeel which Muslims know because Injeel which Muslims know is only contain the word of God, so that, it will not contain errors or mistakes. Yet, the Bible who used by the Christian as a holy book, are not the word of God because it contains not only the word of God but also human, and the Revelation of God is not the human handmade.

Step: The satisfaction step

Context: The speaker, before giving satisfaction to the need, stated the purpose of the debate, then, gave the explanation what the holy book should be.

Datum 21

"I want to make it very clear, to my Christian brothers and sisters. The purpose of my presentation on Bible and science is not to hurt any Christian's feeling. If while

presenting, if I hurt your feelings, I do apologize in advance. The purpose is only to point out that a God's Revelation cannot contain scientific errors. As Jesus Christ peace be upon him said: '*search ye truth, and the truth shall free you. We have the Old Testament, we have the New Testament*'. Now you should follow the last and final Testament, which is the Glorious Qur'an". (Applause)

Due to the problem has stated in the previous statement, in this step the speaker provide a satisfaction or solution about the problem. Yet, before he said the solution, it can be seen in datum above, the speaker showed the purpose of the presentation which will be delivered by the speaker. In this context, the speaker tried to get a place in the audiences' heart by giving this statement in order to aim their thought that the debate is not to judge whether a religion is right or not. The sentence, **the purpose is only to point out that a God's Revelation cannot contain scientific errors**, means that the only purpose is only to inform the audiences about what a holy book or the revelation from God should be. This is important to make the audiences' can accept the presentation without feel judged by the speaker speech. Moreover, in this step the speaker demand an apologize, **if I hurt your feelings, I do apologize in advance**, from the audiences before he began the presentation to make them feel that the only purpose of the presentation is only to show what the holy book should be and no more.

After that, the speaker began to give the solution by quoted what are the Jesus Christ peace be upon him about the Old and New Testament then aim the audiences to follow the Last and Final Testament which is the Glorious Qur'an.



Step: The satisfaction step

Context: The speaker gave the answer based on the problem proposed in the previous statement and proposed the error in the Bible which makes the Bible cannot be called as revelation from God. It also supported by the verse in the Bible which become problem.

Datum 22

"Let us analyze what the Bible says about modern science. First, we deal with the Astronomy. The Bible speaks about The Creation of the Universe. In the beginning, 1<sup>st</sup> book (Book of Genesis), 1<sup>st</sup> chapter, it is mentioned. It says: '*Almighty God created the heavens and the earth in six days*', and talks about an evening and a morning, referring to 24 hours day. Today scientists tell us that the universe cannot be created in a 24 hour period of six days".

In the datum above the speaker provided an example about the error in the Bible. In the two last sentences, the speaker said that there is an error in the quantification about the creation of the universe which is in contradiction with the scientist. The sentence, **the universe cannot be created in a 24 hour period of six days**, is enough to describe that there is an error in the Bible.

Step: The satisfaction step

Context: The speaker proposed another error in the Bible, in the field of Astronomy, and supported it by quoting some verses in the Bible.



Datum 23

"Point No.2, Bible says in Book of Genesis Ch.1:V.3-5, *Light was created on the first day*. Book of Genesis Ch.1:V.14-19, *The cause of light starts and the sun, etc, was created on fourth day*. How can the cause of light be created on the 4th day, later than the light which came into the existence on the first day? It's unscientific. Further, the Bible says in Book of Genesis Ch.1:V.9-13, says: '*Earth was created on the third day*'. How can you have a night and a day without the earth? The day depends upon the rotation of the earth, without the earth created how can you have a night and day. Book of Genesis Ch.1:V.9-13, says: '*Earth was created on the third day*'. Book of Genesis Ch.1:V.14-19, says: '*The sun and the moon were created on the fourth day*'. Today scientist tells us that the earth is the part of parent body the sun. It cannot come into existence before the sun, it's unscientific. Point No.5 the Bible says in Book of Genesis Ch.1:V.11-13, '*The vegetation, they were created on the third day and the sun was created on the fourth day*. How can the vegetation come into existence without sunlight, and how they can survive without sunlight?"

Another error stated in the Bible is the illogical verse about the structure of the creation of God. The Bible says that the cause of the light be created later than the light itself, as it stated in the last sentence, **How can the cause of light be created on the 4th day, later than the light which came into the existence on the first day?**

Moreover, the speaker also stated that the creation of the earth, the sun and the moon could not be separated in another time according to the scientist. It can be seen in datum above in the seventh sentence, **the earth is the part of parent body the sun.**

**It cannot come into existence before the sun.** That sentence means that the verse of the Bible is unscientific. Further, there are still scientific errors stated in the Bible in the field of Astronomy as stated in datum above.

Step: The visualization step

Context: The speaker provided visualization to the audiences about the available answers if the opposing speaker tried to make a refutation about the statement given by the speaker.

Datum 24

“There are certain people who try and recon ciliate, and say: That the six days mentioned in the Bible, it actually refers to epochs (long period), not six (24 hours) a day. It is illogical, you read in the Bible, it clearly states 24 hours, it indicates. But if I use the concordance approach, no problem, I agree with your illogical argument. Yet, they only be able to solve the 1<sup>st</sup> and second, the remaining, yet they cannot solve. Some, further say that if it’s a 24 hour period, why cannot the vegetables survive for one 24 hour day without sunlight? I say fine if you say that, I have no objection. But, you cannot say the days mentioned are 24 hours as well as epochs. If you say the days are 24 hours day, you solve only point no.5. the remaining are yet there, it becomes unscientific”.

It can be seen in datum above, the speaker gave visualization to the audiences about the available answer for the opposing speaker to satisfy the problem. Yet, based on datum above, whatever the answer proposed by the opposing speaker, he cannot solve all of the problems stated by the Moslem speaker because the answer will only answer several problems, not all the problems. It is mentioned in the sentence, **Yet, they only be able to solve the 1<sup>st</sup> and second, the remaining, yet they cannot solve, and, If you say the days are 24 hours day, you solve only point no.5. the remaining are yet there, it becomes unscientific**”. In these two sentences, the speaker showed that whatever the answer delivered by the opposing speaker, it will not answer all of the problems and make the Bible still unscientific. In this context,

the speaker gave the visualization to make the audiences believe in order to aim their thought easily then convey his plea in the *Action* step.

Step: The need step

Context: The speaker delivered another problem stated in the Bible about the contrary meanings between two verses which is supported by the problem verses.

Datum 25

“Regarding the concept of Earth, there are various scientist who have described ‘How will the world end’ hypotheses. But, either the world will perish or the world will live forever, both cannot take place simultaneously. It,s unscientific. But this is exactly what the Bible says, it’s mentioned in the Bible in the Book of Hebrews Ch.1:V.10-11, and the Book of Psalms Ch.102:V.25-26, that *‘Almighty God created the heavens and the Earth, and they will perish’*. Exactly the opposite is mentioned in the Book of Ecclesiastes Ch.1:V.4, and the Book of Psalms Ch.78:V.69, that *‘The earth will abide forever’*’.

In the datum above, we can see that the speaker gave a problem regarding the contradiction in the Bible which has opposite meaning between each of verses in the Bible. It can be seen in the verse which says that *‘Almighty God created the heavens and the Earth, and they will perish’*. Then in the opposite verse which says *‘The earth will abide forever’*. The speaker, in this context, provided the problem verses in order to support his statement and gave the chapter where they can check it if they want. Here, the speaker also showed his credibility to the audiences due to the delivering the quotation without read the Bible.

Step: The need step

Context: The speaker conveyed another problem stated in the Bible which speaks about the test for true Christians' believer to give more evidence to the audiences about the scientific error in the Bible.

Datum 26

“The Bible has a scientific test, how to identify a true believer. It's mentioned in the Gospel of Mark Ch.16:V.17-18, it says that: *‘There will be signs for true believers and among the signs in my name they shall cast of devils, they shall speak foreign tongues, new tongues. They shall take up serpents, and if they drink deadly poison, they shall not be harmed, and when they place their hand over the sick, they shall be cured’*. This is a scientific test, in scientific terminology, it's known as (confirmatory test) for a true Christian believer. And in scientific terminology, this also called as (Falsification test). That means if a false person tries and does this test, takes poison, he will die. And a false person will not dare to attempt this test. If you are not a true Christian believer, you will not dare to attempt this test. Because you try and attempt the falsification test, you will fail”.

It can be seen in the datum above that the speaker provided another problem that was stated in the Bible in Gospel of Mark Ch.16:V.17-18. In this context, the speaker delivered one of the verse in the Bible then made a challenge to the audiences who are Christians believer to attempt this test. Yet, the speaker also said that if the audiences who is not a true Christian believer try this test, they will fail because this test is only for they who are true Christian believer. It was stated in the last two sentences which say that,” **If you are not a true Christian believer, you will not dare to attempt this test. Because you try and attempt the falsification test, you will fail”.**

Step: The action step

Context: The speaker challenged the opposing speaker to attempt this test because he assumed that the opposing speaker, Dr. William Campbell, was a true Christian believer.

Datum 27

“I have read a book, the Qur’an and the Bible in the light of history and science written by Dr. William Campbell. And I assume that he is a true Christian believer, and at least I would like him to confirm to me about the falsification test”. (Applause)

It was stated in the datum above, that in this context the speaker tried to call in action, not to the audiences but to the opposing speaker, to attempt the test for Christian believer. However, it will also affect to the audiences which is made them believe in the speaker speech about the truth of Bible. It was stated in the last sentence, **“And I assume that he is a true Christian believer, and at least I would like him to confirm to me about the falsification test”**, which means he challenge Dr. William Campbell to attempt the test for true Christian believer.

Step: The need step

Context: After giving a challenge to the opposing speaker, the speaker moved to the next problem about Mathematics contradiction stated in the Bible which says that there is a different number and error in addition.

Datum 28

“Mathematics is a branch which is closely associated with science. There are thousands contradictions in the Bible, hundreds deal with Mathematics, And I’ll just touch on few of them. It’s mentioned in Book of Ezra Ch.2:V.1 and Nehemiah Ch.7:V.6, the context that: when the people return from exile, from Babylon, when

king Nebuchadnezzar released the men from Israel, they came back from captivity, and the list of people are given. The list is given in Book of Ezra Ch.2:V.2-63 and Nehemiah Ch.7:V.7-65, the list is given with the names as well as number of people released. In these 60 verses, there are no less than 18 times, the name is exactly the same, but the number is different. Further, in Book of Ezra Ch.2:V.64, that *'The totally congregation if you add up, it comes to 42.360.* and if you read in Book of Nehemiah Ch.7:V.66, there are also total is the same 42.360. But, if you add up all these verses, in Ezra Ch.2, it doesn't come to 42.360, it comes to 29.818. And in Nehemiah Ch.7, it comes to 31.089. The author of the Bible, presumed to be Almighty God, does not know a simple addition. If you give this problem, even to a person who has passed elementary school, he will get the right answer. In Book of Ezra Ch.2:V.65, it says: *'There were 200 singing men and women'*. Book of Nehemiah Ch.7:V.67, *'There were 245 singing men and women'* Were they 200 or 245 singing men and women? Further, in 1<sup>st</sup> Book of Kings Ch.7:V.26, that: *'In Solomon's temple, in his molten sea, he had 2000 baths.* In 2<sup>nd</sup> Book of Chronicles Ch.4:V.5, he had 3000 baths. Did he had 2000 or 3000 baths? Furthermore, it's mentioned in 1<sup>st</sup> Book of Kings Ch.15:V.23 that: *'Basha, he died in the 26<sup>th</sup> year of reign of Asa'*. And 2<sup>nd</sup> Book Chronicles Ch.16:V.1 says that: *'Basha, invades Judah in the 36<sup>th</sup> years of the reign of Asa'*. How can Basha invade 10 years after his death?"

In this context based on datum above, it can be seen that the speaker gave another problem in the Bible related to Mathematics. He said that there are 18 contradiction in 60 verses in the Bible in Book of Ezra Ch.2:V.64 and Book of Nehemiah Ch.7:V.66. Moreover he also stated that the result in addition in the Bible doesn't come to a number which the Bible says. It was stated in the sentence, **"But, if you add up all these verses, in Ezra Ch.2, it doesn't come to 42.360, it comes to 29.818. And in Nehemiah Ch.7, it comes to 31.089."** In this context, the speaker said that God would never made a mistake, especially in simple addition. In addition, the speaker also provided more problems stated in the Bible regarding the Mathematics contradiction.

Step: The action step

Context: After proposed various problems in the Bible, the speaker told to Dr.

Campbell to answer the question.

Datum 29

“I have listed only few of scientific errors, out of hundreds available unscientific points in the Bible. And I request Dr. William Campbell to answer them, and as long as his logical, he will never be able to prove scientifically, all these aspect I have told him. I will end my talk by given the quotation of the Glorious Qur’an, from Surah Al Baqarah Ch.2:V.79, *’Woe to those who write the book with their own hands, and then say this is from Allah, to traffic with it for a miserable price, Woe to those for what they write , Woe to those for what they earn’*”.

It can be seen in the datum above that the speaker proposed final action in this session by giving a statement that as long as people used his logical, no one will be able to prove that Qur’an has scientific errors. Therefore, the speaker also quoted the verse in Surah Al Baqarah Ch.2:V.79, which is said that anyone who writes the holy book with their own hands, then say it is from God, they will earn what they have been done.

### 3.1.3. Question and Answer Session

In this session, the speaker given several question from the audiences and question-paper then answered it directly. The numbers of questions stated by the audiences are three questions for each of speakers, and three questions from paper question. Yet, due to there are several questions which has similar topic, in this last session the researcher took four questions. In this last session, the speaker only



applied one step, which is satisfaction step, due to the time limitation given by the moderator.

Step: The satisfaction step

Context: The speaker provided the answer from the question about the concept of Trinity.

Question: The Christians explain the concept of Trinity scientifically by giving the example of water, which can be in 3 stages: solid, liquid, and gas. In the form of Ice, water, and vapor. Similarly, one God is Tryon God, Father, Son and Holy Ghost. Is this explanation scientifically correct?

Datum 30

“Scientifically, I do agree water can be 3 forms: solid, liquid, and gas. Ice, water and vapor. But, scientifically we also know that the component of water remain the same, H<sub>2</sub>O (Two atoms of Hydrogen and one atom of Oxygen). The component remain the same, the constituent remain the same, the form keep on changing, there is no problem. Let’s check the concept of Trinity. Form you say: ‘form changing’ OK we agree. Does the component change? God and Holy Ghost is made from spirit. Human beings are made of flesh and bones. They aren’t the same. Human been required to eat, God doesn’t required to eat. To survive! They aren’t the same. And this testified by Jesus Christ (peace be upon him) himself in Gospel of Luke Ch.24:V.36-39. He says that: *‘Behold my hands and feet, handle me and see, for a spirit has no flesh and bones’*. And He gave His Hands and they saw, and they overjoyed, and He said that, *‘do you have any meat to eat?’* Then he ate, to prove what, that He was God? To prove that He was not God. He ate, and he had flesh and bones. A spirit has got not flesh and bones. This prove that it is scientifically not possible that Father, Son and Holy Ghost is Almighty God.

In this context, it can be seen in the datum above, the speaker said that the concept of Trinity is different scientifically with the 3 stages in water forms. He said that, even though the form of water keep on changing; solid, liquid, and gas. Ice,



water and vapor, but, the component remain the same. Yet, it is different with the concept of Trinity, even though the form is changing, but the component also changing. It was stated in the sentence above that, **“God and Holy Ghost is made from spirit. Human beings are made of flesh and bones”**, it means that the concept of Trinity cannot be equaled with the concept of the form of water because it is different in the components.

Step: The satisfaction step

Context: The speaker in this step tell the audiences about the concept of Trinity, but stated in the Qur'an and explained who is Jesus Christ peace be upon him according to Bible.

Datum 31

“And the concept of Trinity, doesn't exist anywhere in the Bible. But, it is there in the Qur'an. Qur'an says in Surah An-Nisa' Ch.4:V.171, *'Don't you say Trinity, it will be better for you'*. Jesus Christ (peace be upon him) never said He was God, the concept of Trinity doesn't exist anywhere in the Bible. In fact if you read the Bible, it's mentioned in Gospel of John Ch.14:V.28, *'My Father is greater than I'*. Gospel of John Ch.10:V.29, *'My father is greater than all'*. Gospel of Matthew Ch.12:V.28, *'I cast out devils by the spirit of God'*. Gospel of John Ch.5:V.30, *'I can of mine own self do nothing'*. Anyone who says not my well but God's well is a Moslem. Then, he was a Moslem and Alhamdulillah he was one of the Mightiest messenger of God”.

It can be seen in the datum above that the Bible never says anything about the concept of Trinity. Yet, it is the Qur'an who describes the concept of Trinity, but, it will be better if people don't followed it as states in the Qur'an which says that, **“Don't you say Trinity, it will be better for you”**. In this context, the speaker conveyed to the audiences, especially Christian, that the concept of Trinity cannot be

followed due to the verse of Qur'an. Moreover, the speaker also said that Jesus Christ peace be upon him is a Moslem due to the verses quoted by him which strengthen his statement. It was stated in the last sentence, “**Anyone who says not my well but God's well is a Moslem**”. Then the verses were from **Gospel of John Ch.14:V.28, John Ch.10:V.29, Gospel of Matthew Ch.12:V.28, and Gospel of John Ch.5:V.30**

Step: The satisfaction step

Context: The speaker gave an answer about the question given by the audience which says that Qur'an has grammatical mistake.

Question: Dr. Zakir Naik, you said there isn't any mistake in Qur'an. I see more than 20 mistake in Arabic grammar and will tell some of them. Innalladziina aamanu waladziina haadu was shoobi'uun, innalladziina aamanuu walladziina haaduu was shoobi'iin. Which is right “Asshoobi'uun” or Asshoobi'iin?

Datum 32

“I would like to be more concordance, and agreeing he have mentioned all 20 grammatical points. And the book he is referring to “Abdul Fadi”, “Abdul Fadi”, correct? “Is The Quran Infallible”. I can see something. Yeah (Alhamdullillah) my sight is good. (Applause) I'll answer all the 20 (Insha Allah). Point No. 1 brother, to be noted that all Arabic grammar is taken from the Quran. Quran was the highest Arabic book. All the Arabic grammar has been derived from the Qur'an, Qur'an is the textbook of grammar, Since Qur'an is the textbook of grammar, and all the grammar is derived from the Qur'an. The Qur'an never have a mistake. Point No. 2. In the different tribes of Arabic and Dr. William Campbell is also, he is agree with me. In different Arabic tribes, the grammar keeps on charging. In some Arabic tribe, the word is feminine, the same word even masculine in other tribe. Furthermore, the eloquent. The grammar of the Qur'an is so high, to prove the Qur'an grammar was high, they gave examples, and I'll give you a couple of examples, which it will answer all his 20 questions. People says that Qur'an says: *kun fayakuun* (be and it is). it should be *kun fakana* (be and it was), past tense. But, *kun fayakun* is more superior, it says Allah (it was), it is and can do. Past present and future”.

In this datum, the speaker explained that Qur'an is the highest Arabic book which contains about grammar. He said that, in order to answer the question, the grammar of the Qur'an keeps on changing due to the different tribes, which make the word is feminine, and masculine in different tribe. In this context, the speaker said that the word stated in Qur'an is the superior word that are used to explain something, for instance, the speaker provided an example of some words in Qur'an about the different translation and meaning based on human made and based on God. It was stated in the last two sentences that, **"People says that Qur'an says: *kun fayakuun* (be and it is). it should be *kun fakana* (be and it was), past tense. But, *kun fayakun* is more superior, it says Allah (it was), it is and can do. Past present and future".**

Step: The satisfaction step

Context: The speaker answered and explained the last question about the theory of Evolution from Darwin's theory according to Islam

Question: My teachers teaching Evolution now, and I was wondering about the Islamic answer to Evolution.

Datum 33

"Regarding with topic Evolution, you start thinking about Darwin's theory, and Darwin went on a ship to island by the name of Galapagos, and he saw a bird pecking at Niches, based on that observation that the beaks of the birds become long and short, he propounded the natural selection. But, he wrote a letter to his friend, Thomas Thompson, in 19 century. He said that I do not have proof to propound my

natural selections. But, because it helps me, in classification of Embryology, I have put for this. Darwin's theory is not a fact at all. It is only theory".

It can be seen in datum above that the speaker explained about the theory of Evolution in Islamic views. In this context, the speaker only explained the facts about Darwin's theory and did not quote the verse from Qur'an due to the Darwin's natural selection is only theory, which is not established with modern science. It is mentioned in the sentence, **"He said that I do not have proof to propound my natural selections"**, which means that the Darwin's theory is only a theory, not an establish fact.

### 3.2. Discussion

This part deals with the discussion of the findings in this research. In this part, the researcher discusses the findings regarding on the research question about how the speaker apply the strategy. There are five steps needed by the speaker in convincing the audiences according to *Monroe's Motivated Sequence's* theory, those are attention, need, satisfaction, visualization and action.

In this research, the researcher found that the Moslem speaker, Dr. Zakir Naik applied all of the steps in the Monroe's Motivated Theory in each of sessions, except the last session. In the *Refutation Session*, due to the opening of his speech, he applied all of the steps in order to establish credibility and to draw the audiences' attention. In the first step, *Attention*, the speaker give a long explanation about the

topic discussed to give the audiences description about what is the Qur'an and expert says about some fields of study which will be discussed. For instance, in datum 9 and 10, the speaker only spoke in *attention* step. Even though it was the same steps, but, the speaker delivered it in different ways. In datum 9, the speaker gave brief description about the condition of the earth according to experts to give description to the audiences. It was stated in the first sentence which says that **“In the field of Geology, we have come to know today, the Geologists tell us that the radius of the earth is approximately 3750 miles, and the deeper layer, they are hot and fluid and cannot sustain life”**. However, in the next datum, he drew the audiences' attention by giving quotation about what the Qur'an says about that field of study. It is mentioned in the Qur'an, **Surah Naba Ch. 78: V. 6-7, which says that ‘We have meet the earth as an expanse (Waljibaala awtaada), and the mountain as stakes’**. In this context, the speaker gave quotation from Qur'an to make his statement stronger and proved that Qur'an is in line with the scientific facts. Moreover, by quoting the verse of Qur'an, he showed that he is credible in delivering the speech related to this topic.

The second is the *Need* step. In this step the speaker gave a problem to the audiences which are given by the opposing speaker. Then, in this session, the speaker placed himself in the one who proved that the problem stated by the opposing speaker is wrong. It is mentioned in datum 11 which is said that, **“And Dr. William Campbell said that you find in mountains region, there are various earthquakes**

**and mountains cause earthquake”**. In this context, the speaker only refuted the statement given by the opposing speaker. In short, in this session, the Moslem speaker only answered and spoke in rebuttal about the scientific errors given by the opposing speaker.

Third is the *Satisfaction* step. This is the step where the speaker provided an answer from the problem given by the opposing speaker. In short, in this step, the speaker started to speak in his rebuttal about the scientific errors which have been delivered in the previous step. In applying this step, the speaker has several ways to prove that the problem is wrong, such as; showed the error in translating one of the verses in Qur'an, quoted some verses on the Qur'an which is related to the topic discussed, gave the exact meaning about some verses, and gave the focus point about what is the Qur'an wants to say. One of ways is showed the error in translating one of the verses in Qur'an. It is mentioned in the datum 12 which explain that the opposing speaker made a mistake in translating the word in Qur'an which is resulted the error in interpreting the meaning. It is mentioned in the second sentence in the datum 12 which is said that, **“The Arabic word for earthquake as Dr. Campbell knows Arabic is *zelzal* or *zalzala*, but the words used in these three verses I quoted, it is *tameeda* which means to shake, to sway, to swing.”**

The fourth is the *Visualization* step. In this step, the speaker gave visualization to the audiences to make them easily understand about the satisfaction or the answer given by the speaker in previous statement. The way to apply this step is using the

analogy to make the audiences can imagine if the answer proposed in the previous step were accomplished or not. For instance, it was stated in the datum 13 which describe the upcoming result if the answer is not accomplished, **“Indicating, if the mountains were not there, if you would have walked, if you would have moved, even the earth would have moved with you”**. In this context, the speaker gave an analogy that the earth will move as well as our movement, if there are no mountains.

The last is the *Action* step where the speaker invited the audiences to follow his allurement after through various step stated in the previous statement. In applying this step, the speaker also gave long explanation before stated the demands. In this step, the speaker provided explanation about what and to whom the Bible and Jesus Christ peace be upon him is, which is mentioned in the datum 17, and datum 18 which is explained about what and to whom the Qur'an and Muhammad peace be upon him was sent to. It is mentioned in the last sentence which is said that, **“Jesus Christ peace be upon him said in Book of Mathew Ch.15:V.24. ‘I am not sent, but to the lost sheep of the house of Israel’**. Moreover, in the datum 18 the speaker stated in the sentence, **“and prophet Mohammed peace be upon him was not sent only for the Muslims of the Arabs. Allah says in Qur'an in Surah Al Anbiya' Ch.21:V.107, ‘That We have sent thee as a mercy, as a guidance, to the whole of human kind’**, which mean that Qur'an and Muhammad peace be upon him was sent to the whole of human kind. In addition, the speaker also conveyed his demand to the



audiences to choose with their logic, as stated in the last sentence, **“So, you have to choose with your logical”**.

In the *Presentation session*, the step used and how to apply it is similar with the *Refutation session*, except the *Need* step. In the *Need* step the speaker is not placed himself anymore in the one who proved that the problem stated by the opposing speaker is wrong. Yet, in this session, it is the turn for the speaker to prove that the Bible contains of scientific errors. It is stated in the last three sentences in datum 21 which is said that, **“what about the scientific errors? What about the unscientific portions? Can you attribute this to God?”** Based on the sentences, the speaker gave explanation that the word of God cannot contain errors.

In the last session, which is *Question and Answer* session, the speaker only used two steps, *The Satisfaction*, and *The Visualization*, out of five steps due to the existence of the need step which is given by the audiences and the time limitation given by the moderator. In this session, the speaker applied the strategy by giving quotation from Qur'an and Bible to answer the problem and strengthen the statement. Further, the speaker also giving analogy to visualize the audiences about the upcoming effects. It is said in the datum 35-36 which explain about the concept of Trinity according to Bible and Qur'an which is compared with the three stages of water forms. It is mentioned in the datum 35, which is said that the concept of Trinity is not scientifically proved due to the statement, **“God and Holy Ghost is made from spirit. Human beings are made of flesh and bones. They aren't the same.**



**Human been required to eat, God doesn't required to eat".** While in the datum 36, the speaker said about the concept of Trinity according to Qur'an which is stated in **Surah An-Nisa' Ch.4:V.171, '*Don't you say Trinity, it will be better for you*',** and also who is Jesus Christ peace be upon him according to Bible. It is mentioned in the **Gospel of Matthew Ch.12:V.28, '*I cast out devils by the spirit of God*'. Gospel of John Ch.5:V.30, '*I can of mine own self do nothing*'. Based on these verses the speaker concluded that Jesus Christ peace be upon him is not a God, but, he is a Messenger of God, as his statement given in the last two sentences which is said that, **"Anyone who says not my well but God's well is a Moslem. Then, he was a Moslem and Alhamdulillah he was one of the Mightiest messenger of God".****

Relating with the previous study in this research, there are several points to discuss. First, even though this research and Theodore Otto Windt Jr (1986) have persuasion as the topic, but in this research the object of the study is debate which is different with the previous study who investigated in the object of politic. Moreover, in the Theodore Otto Windt Jr (1986), the objective of the study is only to point out the use of language from President, but, in this research the objective of the study is to explain how the strategy in convincing the audiences is applied in the debate. Second, this research and Muhammad Usman (2013) have similarity in the strategy in convincing other people, but, this research is focused on the spoken analysis, while the previous study is applied in written analysis. The third, this research with Mariana Coanca (2000) has similarity in the strategy in convincing people and focused on

spoken analysis, but, this research is focused in the debate, formal context, which is different with the analysis in the marketing fields, informal context.



## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter discusses the main conclusions of the findings of the study about how persuasive language is applied and how the strategy in convincing the audiences is used in debate. The conclusion is drawn based on the formulation of the research problems in chapter I which are clearly stated. Then, the suggestion is expected to give some information for the next researchers who are interested in conducting the research in the same field. Therefore, the next research will be more perfect than the previous one.

#### 4.1. Conclusion

Based on the finding and discussion presented in the previous chapter, the researcher summarizes that the steps used in convincing people are the attention, need, satisfaction, visualization and action, or call as Monroe's Motivated Sequence. The steps and how is the speaker applied the strategy are seen clearly after watching and analyzing the debate in the format of video. In this research, the researcher finds out that the Moslem speaker, Dr. Zakir Naik applied all of the sequence based on the theory of Alan Monroe in *Presentation* and *Refutation* section. Yet, in the last section which is question and answer the speaker only used one step, which is *the satisfaction*, out of five steps due to the existence of the need step provided by the audiences and the time limitations given by moderator.

In convincing the audiences, the speaker mostly used quotation from both Qur'an and Bible verse, gave an opening and explanation about the topic the speaker will deliver, made an analogy about the topic to answer the question, which makes the speech delivered by the speaker can be accepted and understood easily due to the applause given by the audiences.

#### **4.2. Suggestion**

This part deals with suggestion for the next researcher who is interested to research in the same field as this study. First, the next researchers can observe the strategy used by the preacher in the object of delivering sermon. Second, they can analyze the comparative rhetoric in strategy in convincing people between two or more speaker when deliver the speech. Third, they can study about another factor to support the strategy such as, the use of language, intonation, and so on. For the student, this study might enrich student's knowledge in the field of rhetoric.

Moreover, this research is not only used in the religious field, but can also be applied in every field as long as they use persuasive language, such as speech, presentation, sells goods and so on. By using Monroe's Motivated Sequences' theory, people can persuade other people by applying the five steps proposed in the theory.

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