

**RHETORICAL ANALYSIS OF GRETA THUNBERG'S SPEECH AT THE
UNITED NATIONS CLIMATE ACTION SUMMIT**

ON SEPTEMBER 23, 2019

THESIS

Submitted by

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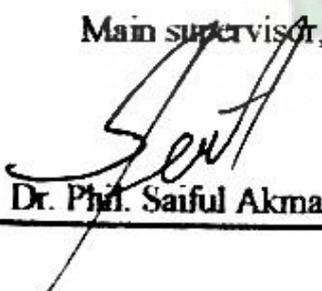
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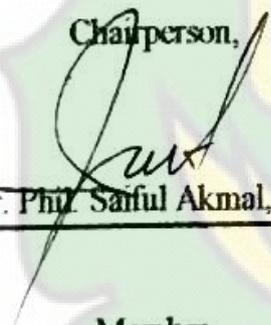
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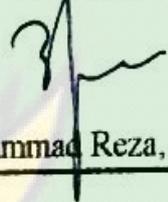
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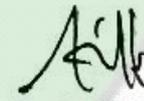
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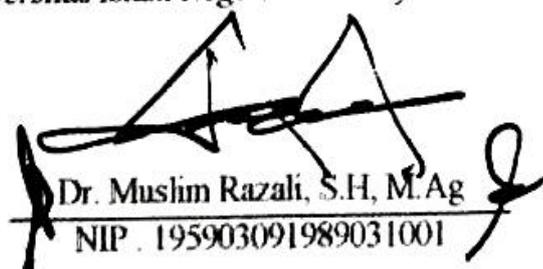

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Climate Action Summit on September 23, 2019**

Adalah benar-benar karya saya, **kecuali semua kutipan dan referensi yang disebutkan sumbernya**. Apabila terdapat kesalahan dan kekeliruan di dalamnya, maka akan sepenuhnya menjadi tanggung jawab saya. Demikianlah surat pernyataan ini saya buat dengan sesungguhnya.

Banda Aceh, 9 juli 2021

Saya yang membuat surat pernyataan,


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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praises be to Allah, The Almighty, who always gives me a blessed life to live in this world, air to breathe, chance to try on, inspiration and power to write and finish this thesis. Shalawat and salaam may always grant to the noble prophet Muhammad SAW whom together with his family and companions has struggled whole heartedly to guide his ummah to the right path.

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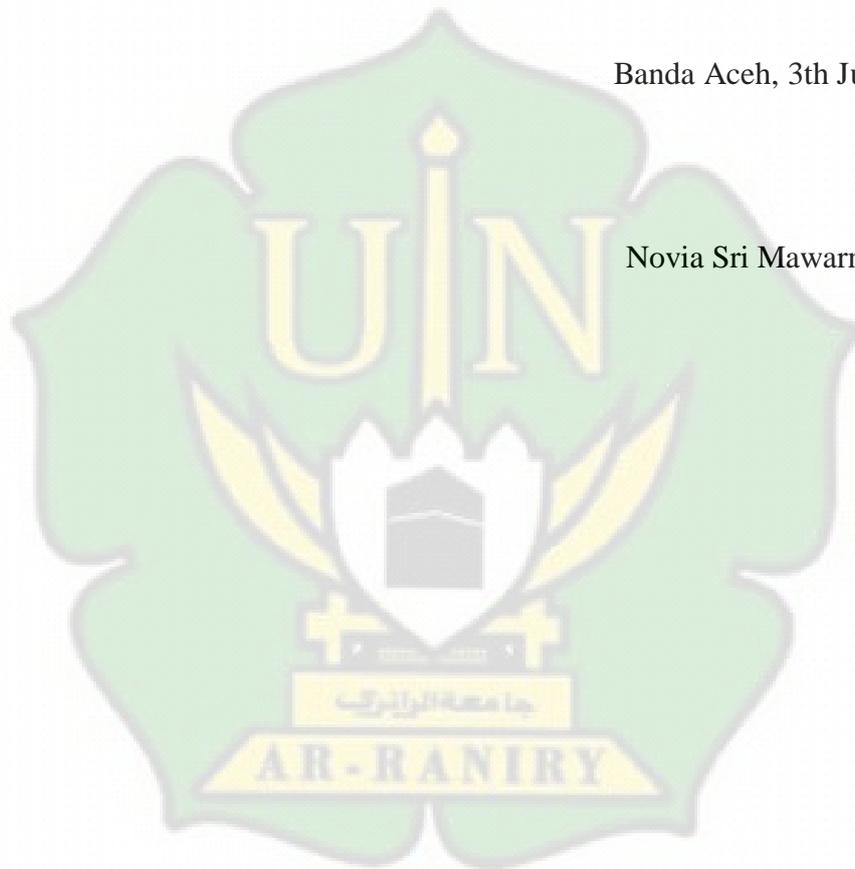
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Finally, I believed that this thesis was far from perfect and need to be criticized in order to be useful especially for Department of English Language Education of UIN Ar-Raniry.

Banda Aceh, 3th July 2021

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ABSTRACT

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Speech is a one way communication between a speaker and audience. In persuasive speech, the strategy of convincing the audience to believe on what a speaker says is very crucial. However, good strategies to persuade the audience in a speech are not enough to convince the audience without good speech delivery. Therefore, balancing good persuasive strategy and speech delivery can make the speaker produce an effective persuasive speech. Greta Thunberg, who is an activist who delivered a speech on climate change in front of the United Nations. This research is a rhetorical analysis or an analysis of the way someone persuade others. Greta Thunberg speech is analyzed using contentt analysis. The researcher specifies the analysis on the rhetorical proofs and the speech delivery in Greta Thunberg speech in 2019. This research has two research questions, namely: 1.What type of rhetorical appeals did Greta Thunberg use to convince the audience?v2. How do rhetorical appeals in Greta Thunberg speech to convince the audience ? The first finding is related to rhetorical proofs. According to Aristotle (1954), there are three rhetorical proofs: (1) logical proofs (logos) (2) ethical proofs (ethos)(3) emotional proofs (pathos). Greta Thunberg uses all types of rhetorical proofs in his presidential candidacy announcement speech. He uses emotional proof (pathos) for 47%, ethical proof (ethos) for 23%, and logical proof (logos) for 30%. The second finding is menjelaskan pidato yang disampaikan oleh Greta Thunberg explaining the speech delivered by Greta Thunberg based on the rhetorical appeals that have been answered in the first question.

Key words: *Climate action speech, rhetoric, rhetorical appeals, Aristotle*

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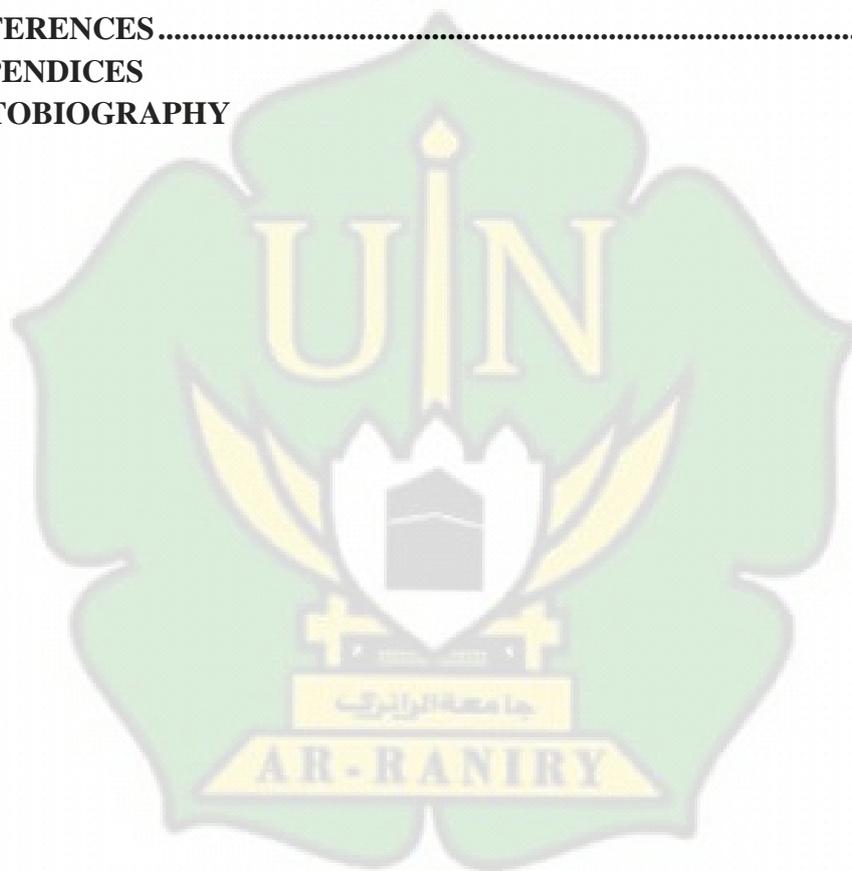
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CHAPTER 1

INTRODUCTION

This chapter is divided into five parts. The first part is the background of the study, which explains the background of this research. The second part is the research questions, which mention the research questions. The third part is the aim of the research, which explain the goals of the research. The fourth part is research significant, which gives details on the benefits of this research. The last part is the terminology, which helps the reader acknowledge the terms used in this research to understand them.

A. Background of Study

Communication has made a lot of contributions for vital changes in the world. Communication sometimes becomes the power of movement and the fire for a resurgence. It also may change someone's life or even the whole nation, depending on how a speaker creates a construction, content, and message which can persuade the hearers. Communication is very important in any aspect of life, especially in work's environment. The success of individual at work depends on both hard skill and soft skill. The language skill is part of soft skill which play a major role at work. good communication will make it easier for someone to find a job. Many industrialist has claimed that an employee whose language skill is not up to the mark was not able to perform effectively at work. A greek philosopher whose name wa Aristotle has developed rhetorical theories to enhance the effectiveness of the language at work. The process of communication at industries

can be improved and made effective by the application of Aristotle's rhetorical theories. Therefore, rhetorical abilities are very important to be developed by someone to carry out each task effectively in order to achieve tasks in their respective endeavors, Murthy & Gosal (2016). In this paper the researcher tried to give some lights on the process of rhetorical communication on climate change and industrial economy.

Aristotle (2016) defined rhetoric as an act of systematically observing the available means of persuasion in any given case. According to him (The art of rhetoric), rhetoric deals with situations and circumstances with a factual background. In his book rhetoric, Aristotle expressed that rhetoric is a tool of knowledge that can apply to any subject, from any universality of its basics to organized concepts. He recommended three important appeals of persuasion in the application of Rhetoric. In this present paper, the researcher liked to throw some lights on these three appeals of influence, i.e., logos (Logical appeal), pathos (Emotions of the audience) & ethos (Character of the speaker). Though each of these three appeals is separate, it can be combined judiciously to elicit a maximum response from the audience of various fields.

The rhetoric, also known as public speaking is a way of communicating more in front of an audience about people who are taking up social or cultural issues. Greta Thunberg's speech's rhetoric also awakens people from what has happened about climate action nation by her speech using good rhetoric that attracts the audience's attention. According to Crosswhite (2013), rhetoric is essential for avoiding errors. Rhetoric is a form of human transcendence, the way

we open ourselves to determine what is outside ourselves and be receptive, the way we choose in a bigger and more open world for others' lives, the way we learn and change.

Rhetoric developed from 367 to 322 BC. Since that time, so many studies have done research at that time. Researcher took the example of a rhetorical study. This research is about rhetorical analysis of Greta Thunberg's speech at the United Nations Climate Action Summit in 2019. Yusri (2016) researched this rhetoric field entitled "rhetorical analysis of Donald Trump's presidential candidates." Yusri analyzed this research as a rhetorical analysis or an analysis of how someone persuaded others. Rhetorical proofs and speech delivery at Donald Trump's presidential candidacy announcement speech were analyzed using document analysis methods.

Some of study about speech have captured the huge interest for many researchers. Schmitz (1987, as cited in Wodak & Koller, 2008, p. 243) argued that a speech is an organized oral chain and delivered purposively by a speaker in certain occasion for intended audience. Since it is addressed contextually, the field in which a speech delivered is basically influenced by what motive is being made. One model of speeches is political speech which can be categorized as both spoken speech and transcribed speech.

Political speech is particularly delivered by politicians in order to deliver their aims. As defined by Charteris & Palgrave (2014), political speech is set purposively and presented in a political occasion. This kind of speech is like a battle tool utilized by rhetor to deliver his aim, mission, and aspiration to obtain

certain visions. Politicians in particular situation would frequently use language in specific way to create a kind of rhetorical “overkill”, Chilton (2004). In order to gain people’s attentions and votes, by any means, politician used any persuasive strategy as the tools to construct the effective communication with their audiences. The speakers also apply certain strategies to make their speeches compatible for the intended audiences.

In addition, the researcher want to analyze the delivery of speeches delivered by Greta Thunberg. Speech delivery is one of the pillars of rhetoric. Based on Aristotle's theory in the journal by Andrew (2016), there are five rhetorical cannons; discovery, arrangement, style, memory, and speech delivery. Based on the five cannons, the researchers chose the fifth canon over the other four canons because speech delivery can affect Greta's phatos.

Good delivery conveys the speaker's ideas clearly, interestingly, and without distracting the audience. Most audiences prefer delivering which combines a certain degree of formality with the best attributes of good conversation directness, spontaneity, animation, vocal and facial expressiveness, and a lively sense of communication, Lucas (2009).

Based on this research, a retetorical analysis of Greta Thunberg can help people to speak in front of many audiences with the rhetorical appeals used by Greta, which can attract the attention of listeners. Since the researcher found that some people were not good at delivering important news, listeners do not pay attention to the explanations conveyed by the speaker. Rhetoric is the art of using

language with persuasion effect. The researcher believes that the three persuasive appeals of Rhetoric can be employed in any field of language to add more power and credibility to the expressions, as mentioned by Murthy and Gosal (2016). Although there is quite lot of rhetorical analysis of politic speeches that have been conducted at regular intervals, a number of researches have been conducted a description of the unification of what motives of an author, what speech or issue raised by the speaker to create rhetoric the situation and use of Aristole's persuasive elements.

B. Research Questions

According to the previous explanation, the question will be answered in the research.

1. What type of rhetorical appeals did Greta Thunberg use to convince the audience?

C. The Aim of The Research

Considering the problems above, there are two objectives to be obtained in this research.

1. To find out the rhetorical appeals used by Greta Thunberg in her speech.

D. Research Significant

The importance of this research is to outline the rhetoric used in Greta's speech, which is expected to be a contribution for ESL students, lecturers, and future researchers. This study's results are expected to create critical teachers who

can attract the value of education in teaching in the future by using good rhetoric so that students are interested in hearing the explanations conveyed. For lecturers, this can be an additional educational resource related to the rhetoric that takes the next level's teaching-learning process.

This study discusses rhetorical evidence found in Greta Thunberg's speech to inform people about climate change that is happening that the government is involving young people for their own interests. Rhetorical evidence found in speech can be a good example of creating an effective speech, especially in persuasive speeches.

Then, the other thing that needs to be discussed is the way the speaker delivers his speech. A speech delivering strategy is also important to support the speaker in achieving his speech objectives. To successfully transfer important messages in a speech that has been designed before, the speaker needs an effective speech delivery strategy. Therefore, effective speech delivering strategies found in this research can help the speaker to transfer important messages to the audience and achieve successful speeches.

E. Terminology

This research used some specific terms. This part explained the terms used in this research.

1. Rhetorical Analysis

Rhetorical analysis (known also also rhetorical criticism) is an approach within discourse analysis to find out the rhetorical features within the text. The rhetorical features obviously consist of Rhetorical Appeals and Rhetorical

Situation. This analysis is used to study on how the text is composed through the writer's perspective, Meynet (1998). Rhetoric is the universal form of human communication, opined Hans-Georg Gadamer. Deep Rhetoric develops an understanding of rhetoric not only as a philosophical dimension but also as a means of guiding and conducting conflicts, achieving justice, and understanding the human condition, Crosswhite (2013).

A rhetorical analysis analyzes how an author argues rather than what an author argues. It focuses on what called the "rhetorical" features of a text such as the author's situation, purpose for writing, intended audience, kinds of claims, and types of evidence to show how the argument tries to persuade the reader, Ramage, Bean, & Johnson (2009). The aim of rhetorical analysis is to understand the texts. It is convinced that, in order to reach this aim to bring the composition of the text to light, Meynet (1998).

2. *Greta Thunberg*

Thunberg was born on January 3, 2003, in Stockholm, Sweden. Thunberg began her climate activity at age 15. Thunberg was born and raised in an artistic family. Greta Thunberg is a prominent climate activist who delivered a speech at the United Nations Climate Action Summit 2019, which is about how people and the government need to limit global warming. Her address became viral and garnered attention from many media, roused a massive youth-led climate rally. Thus, this study analyzed her speech as the object of the study and employed a descriptive qualitative method.

Since Greta Thunberg started protesting against climate policies in Sweden in August 2018, public discourse on today's youth engagement in addressing climate change had been traversing the news. Inspired by Thunberg, many young people worldwide have responded and joined climate protests as the Fridays For Future (FFF) movement. On 15 March 2019, more than 1.6 million people from 133 countries took to the street climate action. German youth is accountable for the biggest and most prevalent protests worldwide, Bergmann & Ossewaarde (2020).

Greta Thunberg's influence may also be stronger among those with a more liberal political ideology. Given the divide between U.S. liberals and conservatives' support for climate change mitigation. Greta Thunberg's message of radical climate mitigation and her Swedish national identity are more consistent with liberal rather than conservative political discourse, Sabherwal, Anandita, Matthew & Ballew (2021). Climate change has been one of the most significant concerns for the United Nations. As a result, the United Nations held a summit in 2019, inviting several notable speakers in the field. One of them is a young teenager from Swedish, Greta Thunberg, Karisa and Lauwren (2020).

3. Speech

According to Nikitina (2011), speech spoken word or oral language to communicate among people; there are three styles of common speech, impromptu speech, manuscript speech, and extemporaneous speech. Impromptu speech is done without any preparation before, the speaker does not make a long preparation on the speech to speak it up, manuscript speech is a written speech

that already prepared long before the speech, and is meant to be delivered word by word, this kind of speech usually used in a formal forum which every word must not be misquoted, extemporaneous speech is a type of speech that used to establish an emotional connection between the speaker and the audiences, the speaker may change the speech according to the current reaction of the audiences.

Speech is true and inspire others. The researcher believes that every people is given the opportunity the examine their life. Because the speech is true and every word of it is passionate and has many meanings. People are open-hearted and only the mind understood. Speech is to persuade, to convert, to compel.

This study focused on persuasive speech and motivational speech which helped the researcher to guide theory to formulate the data and employ qualitative method. Then, because both match the speech delivered by Thunberg. Persuasion is the one of the ways of how human being communicates each other. Persuasion is the process of modifying and confirming other people attitudes, belief, value, or behavior. When someone persuade, they are influencing their hearer's attitudes, belief, value, or behavior, Rudito and Anita (2020).

CHAPTER 2

LITERATURE REVIEW

This chapter explained some theories which were related to the research. There are two parts to this chapter. The first one is a theoretical description which includes some theories related to the topic of this research. The second one is a theoretical framework that explained the theories' contribution to solve the problem in this research.

A. Previous Studies

The previous studies about rhetoric and political speeches have been conducted by former researchers. A research conducted by Hanum, (2017), entitled “*Rhetorical Analysis of Donald Trump’s And Hillary Clinton’s Political Speeches During the United States’ Presidential Election 2016*”. The motive of the writer adapted the method of rhetorical analysis was because Greta Thunberg was a young activist who was brave to speak in front of the government in words that can persuade the listeners. This 16-year-old young activist is from Sweden scolded the leaders of the UN member states who were presenting at the meeting in a speech that lasted four and a half minutes. In that speech, Thunberg mentioned "how dare you" several times, with a very firm statement. About 60 country leaders took part in the one-day meeting organized by UN Secretary General António Guterres. Greta Thunberg inspires millions of people around

the world to take to the streets and urges their governments to act on climate change.

This research determined the rhetorical appeal and delivery of speeches in Greta Thunberg's speech. The method used by researcher was document analysis or textual analysis. Based on the research findings, Greta Thunberg used all aspects of Rhetorical Appeals in her speech; but the most dominant evidence used is pathos and logos. Greta also successfully implemented usage delivery of speech to make the speech persuasive. This research is relevant for the researcher because she wanted to apply the same method to analyze speech. The research procedure helped the researcher to have basic insight and a multi-faceted framework in conducting research, especially in analyzing rhetorical appeals in speech. The difference between the researcher's research and previous studies lay in the type of analysis. However, this study is different from the researcher's research which analyzed the four selected speeches of Donald Trump and Hillary Clinton by reviewing the use of rhetorical appeals and urgency in speech. While the researcher analyzed the rhetorical aspects found in the selected by using Rhetorical Appeals and investigation as the tools for analysis.

The next research is research conducted by Widyawardani (2016). The aim of the research was to find out what rhetorical proofs were used by Donald Trum in the presidential candidacy announcement speech and to observe speech delivery used by Donald Trump in order to create effective speech. This study was relevant for the researcher's research because it provided a comprehensive

explanation of the rhetoric used in speech and provided some background information on the analytical framework. This study was also useful for the researcher's research as an illustration to gather information about textual analysis. Meanwhile, the analysis differed from the other researcher's research because it analyzed not only rhetorical appeal but also types and arrangements of speech, arguments, topics, and styles.

Aristotle defined Rhetoric as an act of observing systematically, the available means of persuasion in any given case. Rhetoric deals with situations and circumstances with concrete background. Rhetoric impinged on all areas of human concern and it played a large part in every method of learning and teaching as well. In his book Rhetoric, Aristotle expressed that Rhetoric was a tool of knowledge which can be applicable to any subject, from any universality of its basics to organized concepts. He recommended three important appeals of persuasion in the application of Rhetoric, Murthy & Gosal (2016). In this present paper, researcher threw some lights on these three appeals of persuasion i.e. Logos (Logical appeal), Pathos (Emotions of the audience) & Ethos (Character of the speaker). Though each of these three appeals are separate, but those can be combined judiciously to elicit maximum response from the audience of various fields.

The researcher believed that the three charms of Rhetoric appeal could be used in any part of the language to add weight and credibility to an expression. Through this writing, the researcher liked to pilot the three Rhetoric charms used by the speaker. The rhetoric of this appeal had also been explored by Varpio

(2018), based on a study entitled " Using rhetorical appeals to credibility, logic, and emotions to increase your persuasiveness". The purpose of this tool was to improve persuasive skills in speaking by using the rhetorical appeal method, namely logos ethos and pathos. Even though, there was a lot of knowledge but without rhetoric knowledge would not be able to convey it well that could be accepted by listeners. Based on Lara's explanation of the essence of persuasion, there are techniques from rhetoric that can help us convince readers to accept the speaker's argument. Ethos, logos and pathos are attractions which, when used deliberately and wisely, can support the persuasive power of the speaker's script.

B. Theoretical Description

1. Rhetoric

Rhetoric is derived from the Greek word "Rhetorikos" which means "Oratorical" . Rhetoric is the art of using language with persuasion effect. It does not mean to influence the audience with powerful words and expressions, but it aims to improve the facility of speakers and writers who try to inform, persuade and motivate the employees in specific situations at work. It provides heuristics for understanding, discovering and developing arguments for particular situations. Rhetoric is the most used tool to argue from both sides of an issue. This is a way to train people to identify the problem and be able to find solution as well. At debates and group discussions rhetoric acts like a brilliant tool of judgment, Journal (2016)

Logos, Ethos and Pathos are the intrinsic parts of Aristotle's Rhetoric. An ideal speech will be one with perfect and effective implementation of these three appeals of Rhetoric with a genuine ratio, Journal (2016). Logos is the rhetorical appeal that focuses on the argument being presented by the researcher. It is an appeal to rationality, referring to the clarity and logical integrity of the argument. Logos is therefore, primarily rooted in the reasoning that holds different elements of the manuscript's argument together, Varpio (2018).

Ethos is the appeal focused on the researcher. It refers to the character of the researcher, including her credibility and trustworthiness. The listeners must be convinced that the researcher is an authority and merits attention. In scientific research, there researcher must establish her credibility as a rigorous and expert researcher. Much of an researcher's ethos, then, lies in using well-reasoned and justified research methodologies and methods, Varpio (2018).

Pathos is the rhetorical appeal that focuses on the reader. Pathos refers to the emotions that are stirred in the readerwhile reading the manuscript. The researcher should seek to trigger specific emotional reactions in their writing, Varpio (2018).

This is one example of rhetoric which is taken from Donald Trump speech "We tore up what institutions they had and then were surprised at what we unleashed. Civil war, religious fanaticism; thousands of American lives, and many trillions of dollars, were lost as a result. The vacuum was created that ISIS would fill. Iran, too, would rush in and fill the void, much to their unjust enrichment.", Hanum (2017).

Donaworth (1900) suggested advice to others about using language in the future as a good definition of rhetoric. He added that 'rhetoric' has changed, meaning what is considered rhetoric has also changed. From formal greek-political public talks to legal law aend speech to all forms of nonliterary discourse spoken or written, and many will include many literary discourses. Akmal (2016) mentioned that a language is often described as an acceptable pragmatic aspect of human communicative ability. Language itself is an act of communication. Therefore, language and action can help to determine the actual meaning of speech and communication in real life.

Kennedy (1991), a scholar writing about the history of rhetoric had defined rhetoric even more broadly as the energy inherent in emotions and thoughts, which transmitted through a system of signs, including language, to others that affect their decisions or actions. This is also an exciting definition, and it shows again that rhetoric is only part of who we are as humans.

Kennedy asserted that when we express emotions and thoughts to others intending to influence (persuading) they involved in rhetoric, and as we have just seen. Expressing ourselves in this way is a common human activity. Note that for Kennedy's rhetoric in signs. Rhetoric is very important in communication. Communication with good rhetoric will lead to successful communication. Communication with bad rhetoric will also lead to unsuccessful communication. This is why rhetoric is so important to study. Rhetoric had also been developed by brilliant ancient philosophers such as Plato, Aristotle, and Cicero.

2. Rhetorical Appeals

Rhetoric is the art of discourse, an art that aims to improve the capability of writers to inform, persuade, or motivate particular audiences in specific situations, Corbett (1990). The word 'rhetoric' comes up frequently in any of advertising since it refers to those techniques, usually verbal that are designed and employed to persuade and impress people. The rhetorical language also carries the implication of extravagance and artifice, not to mention a lack of information.

Rhetoric, the effective or artful uses of speech and writing, is used to clarify or add strength and impact to persuasive oratory. Its origins can be traced back to Ancient Greece and Rome, and it was practiced in institutions of learning in Europe up until the nineteenth century, Dyer (1982). Its best-known definitions come from Aristotle, who considered it a counterpart of both logic and politics, and called it the faculty of observing in any given case the available means of persuasion.

According to Aristotle (1358), rhetoric discipline has three main divisions. The groups are political (deliberative), legal (forensic), and the ceremonial oratory of display (epideictic). Deliberative rhetoric is used to convince audiences to take future actions; forensic rhetoric is used in courts to argue for guilt or innocence and corresponds with the past because it argues about events that took place in the past. Epideictic rhetoric is ceremonial rhetoric designed to honor the moment either by praising or assigning blame. These generic divisions are useful to modern rhetoricians because they give us insight into the purpose of particular instances of communication and are crucial

to understanding context. From Aristotle through the advent of modern social psychology, the discipline of rhetoric was the primary repository of Western thinking about persuasion Barthes (1988, as cited in McQuarrie & Mick, 1996).

Rhetoric is an ancient discipline that was fundamental to Western thought for over 2,000 years. It began to wither as the scientific revolution took root in the seventeenth and eighteenth centuries. By 1900, rhetoric had almost disappeared from the canon. Today in the twenty-first century, for reasons as yet poorly understood, rhetoric is flourishing once more. Practitioners have spreaded across a variety of humanities and social sciences disciplines, including consumer research, so that by the early 1990s, conceptual and empirical pieces applying rhetorical ideas to advertising had begun to appear with some regularity, McQuarrie & Phillips (2008). Rhetoric is the art of discourse, an art that aims to improve the capability of writers to inform, persuade, or motivate particular audiences in specific situations, Corbett (1990).

The word 'rhetoric' comes up frequently in any analysis of advertising since it refers to those techniques, usually verbal that are designed and employed to persuade and impress people. The rhetorical language also carries the implication of extravagance and artifice, not to mention a lack of information. Rhetoric, the effective or artful use of speech and writing, is used to clarify or add strength and impact to persuasive oratory.

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Rhetoric is a vast, old, and honorable discipline. It may be defined most broadly and simply as the use of language to persuade or otherwise affect an audience. The decline of rhetoric in our times is thus a much broader phenomenon than any mere decline in familiarity with figures of speech. Still, figures nevertheless are an excellent place to begin studying the subject because they tend to be easy to explain, instructive to examine, and frequently useful, Farnsworth

(2010). Kennedy (1999) stated that All communication involves rhetoric. A speaker or writer has some purpose, and rhetoric includes the ways of accomplishing or attempting to achieve that purpose within a given culture. The Greeks and Romans thought of this purpose as persuasion, but they meant something more general than influence as understood by a modern social scientist. Purposes cover a spectrum from converting hearers to a view opposed to that previously held, implanting a conviction or belief not otherwise entertained, to teaching or exposition, to entertainment and demonstration of the speaker's cleverness. Persuasion can accomplished by direct means, such as force, threats, or bribes, or it can be done symbolically by the use of signs, of which the most important are spoken and written words or gestures. Every communication is rhetorical because it uses some technique to affect an audience's beliefs, actions, or emotions.;

Rhetorical proofs come from Aristotle's available means of persuasion, artistic proofs, which are the methods or ways to persuade, Krista C. (2014) According to Aristotle's as the earliest authority on persuasive discourse, Aristotle's *Rhetoric* laid the foundation for most of the later Roman treatises on the subject. These treatises, which were written for the instruction of audience members of all classes, not just lawyers or politicians, "systemized legal analysis and suggested ways of effectively organizing and presenting commonplace arguments." The authors of these treatises, including Quintilian and Cicero, utilized Aristotle's rhetorical analyses to "divide persuasive discourse, and legal arguments in particular, into three categories: logical argument (*logos*), emotional

arguments (*pathos*), and ethical appeal or credibility (*ethos*)." These three categories have since been commonly referred to as Aristotle's three modes of proof.

Aristotle's three persuasive proofs of Rhetoric are logos, ethos, and pathos, industrial communication can be made more effective, with the right combination of these three appeals, a speech can intensified and made more potent than a missile. In this paper, the researcher would like to throw some light on the effectiveness of rhetoric's three appeals to improve the art of using language that could leave a positive impact on the employees at Industries. Aristotle's Rhetorical appeals are profoundly influential in making the individuals realize TRUTH's facts at work in the areas of Motivation& Training, Problem Analysis, etc., Murthy and Gosal, (2016). Aristotle's model of communication can be effectively implemented even in this electronic age. The current paper will focus on the three appeals identified by Aristotle's logos, ethos, and pathos.

The rhetorical appeals term and usage were first derived from Aristotle's concept. Aristotle (1358, as cited in Herrick, 2005). defined rhetoric as an ability to discover means of persuasions (This means of persuasions or known as rhetorical proofs consist of *logos*, *pathos*, and *ethos*. *Logos* relates to appeals through logical reasoning, *pathos* deals with emotion, and *ethos* is an appeal through proposing spekaer's moral ethic.

a. Logical Proofs (Logos)

According to Aristotle (1358, as cited in Murthy and Gosal, 2016), the english word logic derived from the greek word logos, which means thoughts

supported with reasoning actions. Logos related to the message of the speaker, if a statement attempts to persuade the audiences with a reasonable claim and proof, we can say that the statement is a logical argument. Logos had a broader meaning than the word logic. Logos refers to any appeal to intellectual reason based on logical proofs. These proofs come from assumptions derived from a collection of concrete facts and statistical data. The academic discourses rely only on Logos.

The argument constructed based on the logos would bring a long-lasting impact on the audience's memories as they provide statistical data that appeals directly to intellectual reasoning. The principles of logos depend on the statements of evidence, through which accurate conclusions can be drawn. As a Rhetor, one should gather clear, effective, and genuine reasoning of evidence to put forth the logical arguments, Murthy & Gosal (2016). That is the power of logos, the first appeal of Aristotle's rhetoric. If the speaker presents his side of the argument logically, he can convince anybody easily. Logos is an argument that appeals to an audience's sense of logic or reason.

In rhetoric, Aristotle (as cited in Griffin, 2012) used *logos* to refer to the making of reasoning in an argument or speech using logic. It is also stated that *logos* was the study of interference that makes or a reason related to logic, Herrick (2005). According to Aristotle (as cited in Griffin, 2012), logical proof comes from the speech's argument line. It means reasoning or proof that comes from human logic. A speaker also uses it to prove his or her argument to persuade the audience. Aristotle focused on two forms of *logos*, which are enthymeme and example.

When a speaker relies on logos, it means that he or she is using logic, careful structure, and objective evidence to appeal to the audience. A speaker can appeal to an audience's intellect by using information that can be a fact checked (using multiple sources) and thorough explanations to support key points. Additionally, providing a solid and non-biased explanation of one's argument is a great way for an speaker to invoke logos, Gagich & Zickel (2017).

Aristotle basically described two methods of delivering reason or arguments; enthymemes and example. Everyone who aims to persuade and convince the hearers through the proof obviously utilizes either enthymeme and example in his speech; since it is likely there is no other ways, Aristotle (*Book 1*, translated in Roberts, 2011).

a) Enthymeme

Enthymeme is the alternative of syllogism. According to Griffin (2006), the enthymeme uses deductive logic—moving from global principle to specific truth; besides, it is considered as an incomplete syllogism. The purpose of enthymeme is it only intends to one target and dismisses some steps in logic. Some enthymemes rely on obvious form of reasoning, including signs, cause and effect, and analogies.

b) Example

Unlike the definition and the use of the enthymeme, the example is a specific kind of rhetorical arguments, a speaker utilizes to prove their claims through the inductive reason (Keith & Lundberg, 2015). The example is

considered as a type of reasoning which is true in specific cases or in general assumption. There are two types of delivering the example; real example and hypothetical example.

1. Real example: it is used to present the truth based on research finding or speaker's personal true story or experience.
2. Hypothetical example: It is used when a speaker needs something to connect the audiences to more relevant things than real example does.

b. Ethical Proofs (Ethos)

In the rhetoric, ethos is a critical element without which it would not be functional. According to Aristotle (2016). Ethos defined as the author's credibility among his audience with his personality and character. It is the trust the manager should develop with his co-employees. It is a Greek word from which the English term ethic is derived. The meaning of ethos here is different from our understanding of the word ethical. Ethos is the audience's perception of the speaker's credibility and authority over the subject.

Halmari and Virtanen (2005) described that *ethos* (linguistically mediated implications of the "good character" of the speaker). *Ethos* as stated by Herrick (2016) is potentially the most persuasive tool among other appeals. When people are convinced with speaker's credibility, good moral, knowledge, and reliability, audience would likely believe as true as what speaker says. There are three types of ethos as proposed by Aristotle; credibility, virtuous character, and goodwill, Griffin, (2012).

a) Credibility

A good speaker must comprehend the great aspect to be successful. A speaker also needs to be really expert to understand the facts and capability to build the judgement. To build the ethos, the speaker must understand deeply about the topic he/she delivers. The audience would likely trust about what the speaker is saying if one is knowledgeable and provide reliable source. Strong supports from any sources are also needed if you want to evoke the audience through ethical appeal, Wood (2014). Stating the competence or expertise is also very crucial in delivering the ethical appeal, Sellnow & Veldeber (2013). Furthermore, the speaker must put a lot of attention on delivering the clear and logical information which is not biased. Therefore, if the speakers manage to perform a high source credibility, the audience will believe what they say, Cossete (2014)

b) Virtuous Character

Aristotle (as cited in Hyde, 2011) specified the definition of virtue as a capability to establish and maintain the good. Moral virtue is also related to motivation and action that lie on continuum running from excess to deficiency, either being a vice, the intermediate or mean position being a virtue. The speaker must also provide his own experience in which shows that they own good moral and honesty.

c) Goodwill

The current definition of goodwill in rhetoric is used to refer a perception of the audience in which they believe that the speaker understand them and feel as what they feel. The speaker might use the example from their personal

experiences which can make them relate to his story that the speaker also undergoes the particular situation that the audience might ever encounter, Verdeber (2011). Goodwill was also defined by Hyde (2004) as a good wish for others for their sake and if we put merely in political context, goodwill will describe the speaker's aim to do something which is good for others but not to him.

c. Emotional Proofs (Pathos).

According to Aristotle (in Murthy & Gosal, 2016) the word pathos derived from the ancient word for suffering or experience. Pathos is the third persuasive appeal of Aristotle's Rhetoric, but its meaning different from our general understanding of pathos. It describes the speaker's appeal to his audience's sense of emotions and their interests. Pathos means appealing to the audience by arousing their emotions. With the help of pathos the speaker can get connected emotionally with his audience. According to Aristotle, "A man is by nature a political animal not simply because he possesses reason but also because he experiences emotions." The emotions of the individuals effectively influence their thinking stream.

According to Aristotle, a Rhetor should pursue the audience with pathos with great care. If he is successful in his attempt, he won't find any passive listeners among his audience and would definitely motivate them the way he wants to realize the intensity of TRUTH. This would bring productive results to industries.

When a speaker relies on pathos, it means that he or she is trying to tap into the audience's emotions to get them to agree with the speaker's claim. A speaker using pathetic appeals wants the audience to feel something: anger, pride, joy, rage, or happiness. Pathos-based rhetorical strategies are any strategies that get the audience to "open up" to the topic, the argument, or to the author. Emotions can make us vulnerable, and a speaker can use this vulnerability to get the audience to believe that his or her argument is a compelling one.

Pathos is an emotional appeal and involves "putting the audience into a certain frame of mind". Pathos persuades by using security, love, guilt, greed, pity and humour, anger, insult, empathy, fear and confusion, Isai et al. (2020).

The contemporary research on the emotions indicates that there are at least three distinct subsystems in the brain that manage the interface between cognition and our emotions, Minozzi et al, (2012). The following emotions are basic item to identify the *pathos*; including enthusiastic, hopeful, anxiety, love, and hatred.

a) Fear

Fear is the most common emotional appeal used in a persuasive speaking. As stated in Payne and Carlin (1995) showed that the feeling of fear may work as effective persuasive tool in particular situation. Fear as condition when someone feel displeased and worried by recalling the pain that also involve the anxiety.

b) Compassion

The term of compassion is used to refer someone's feeling of sympathy toward others. It is aimed to show that the speaker can completely feel what someone or some groups are feeling. It is effective tool used when the speaker tries to convince others to give the charity as elaborated by Payne & Carlin, (1995).

c) Pride

This appeal is the combination of self, others, or ideals pride. It means that, pride can be the reflection of self-esteem needs, the satisfaction from others achievements or successes, and national pride, as mentioned by Payne & Carlin (1995). The speaker may motivate to establish his own pride, because they feel that they are capable in one or some contexts.

d) Hatred

Hatred which means strongly dislike, can be represented through words and actions. Hatred is mainly produced through ten manner which includes showing the brutal action, intentionally directed toward social superiors, against god, and son on. Hatred can be also directed to the individual, group of people, or even nation. Moreover, hatred is utilized a concept for politician to indicate hazard, insecurity, and the urgency for control, Yanay (2012).

e) Anger

Anger is aroused when someone feels threatened or gets sensitive about someone's opinion or utterance, or whenever someone feels unrespected. Sloane

(2001) stated that anger is caused by what makes to be a personal slight or in the other words, pain at the appearance of undeserved slight to oneself.

f) Admiration

Admiration is a act of being amazed someone's power, achievement, or success in which it is not a outcome of luck merely but it is gained by their own effort. The admiration is also the imitation which is able in a pinch of comprehending of the admired, but it does not understand itself in admiring, Kiekegaard (2012).

g) Confidence

Confidence is a feeling of highly capable and worth enough to get or to do something. Aristotle argued in Olbricht & Eriksson (2005) that confidence must be based on the speech it self, not to any preconceived idea of the speaker character. Self-confidence is also closely related on valuable individual asset.

2. Political Speeches

Language has a crucial role in the political context, in that it is through discourse that social relations of power are continuously created and challenge, D'Ambrosio (2015). Politics as defined by Hague (1998) said that the involvement pacifying distinction by using discussion and persuasion. Communication is therefore base to politics. Thus, in order to achieve consensus and authoritative power in the field of politics, politicians and leaders have to rely on verbal, discursive and communicative activities, such as persuasion and bargaining, Chilton (2004).

3. Climate Change

Climate change is the most popular problem in the world today. It has been brought to the United Nations's (UN) agenda by political leaders and activists including Greta Thunberg. The cause of this problem is the increase in CO₂ levels in the atmosphere which causes global warming. Climate change can cause natural disasters and hunger due to prolonged drought, forest fires, damage to coral reefs due to rising sea temperatures. Raising sea levels will also result in recurring and more severe floods. All of these tragedies can continue and become worse than countries around the world if the media takes action to address the problems posed by climate change.

C. Theoretical Framework

Based on theoretical descriptions, researcher used rhetorical proof theory by Aristotle (1954). To solve the first problem, researcher used Aristotle's rhetorical proof theory. Therefore, this theory is suitable for finding out the rhetorical evidence using the speaker while giving reasons in his argumentative speech to convince the audience. According to Aristotle's rhetorical proof theory, there are three types of rhetorical evidence: logical (logo), ethical (ethos), and emotional (pathos).

CHAPTER 3

METHODOLOGY

This chapter explained the detail information about the methodology used in this research. The methods used in this research which help the researcher to solve the research problems. This chapter has four parts, namely the research method, data collection technique, research subject, and research setting.

A. Research Method

This research utilized the qualitative research as the research method. Cresswell (2013) stated in his book that qualitative method is type of method that depends on text and image data, also has a distinctive step of analyzing the data and draws on various data. Qualitative research comprises of the following methods: logic, ethnography, content analysis, case study, open-ended interview, participant observation, counseling, therapy, grounded theory, biography, comparative method, introspection, casuistry, focus group, criticism, meditation practice, historical research, Mohajan (2018).

The method employed in this research was rhetorical analysis. Rhetorical analysis is practised by scholars in many fields, but it has been most widely used by those in speech communication, writing studies, literary studies and biblical studies, Chiappini (2009). Rhetorical analysis represents an empirical methodology. That is a part of rhetorical analysis requirement that the analytical works to be accountable to the presence (or absence) of textual elements that

anyone trained in this form of analysis should be able to recognize when he/she read at the textual artifact under consideration, Chiappini (2009). Therefore, this was text analysis which was used to be a research approach.

In this study, there is one research question that needs to be answered. That is what type of rhetorical appeals did Greta Thunberg use to convince the audience. To answer this question, the researcher needed to develop a research methodology.

B. Data Analysis

Data collection techniques in this study used content study and data had collected conducting research. To get reliable data, researchers must do several methods to collect the data. Data collection techniques are an important step in research because the purpose of the research is to obtain data. Collecting data will done in many settings, many sources, and many ways.

1. Watch A Video

The first step researcher was to watch the video Greta Thunberg's. Then, listening to the speech delivered, and paid attention to the rhetorical appeals by Greta Thunberg.

2. Video Transcript

Video transcript made it more valid. The text spoken in the video was transcribed into text, and carefully read to the speech's rhetorical device and rhetorical appeals. To answer the first research question, the researcher analyzed

the transcript and completed the rhetorical proofs checklist. Then, the researcher analyzed the video to complete the speech delivery checklist. The result of analyzing the rhetorical proofs was converted into percentage by dividing the total sentences of each category with the total sentences in the speech.

To assist the analysis process, the researcher provided two guidelines. The first guideline was the rhetorical proof guideline. The guidelines consisted of categories of rhetorical evidence such as logical, ethical, and emotional evidence. The second guideline was the explanation how do rhetorical appeals to convince the audience. This guide explained the content of the speech from the examples that had been mentioned in the first guide.

The following is how the researcher answered the question in this study:

1. To answer the first question, namely rhetorical appeals. Highlighting sentences to mark the components of pathos, ethos, and logos are displayed in bolded sentences.

C. Research Subject

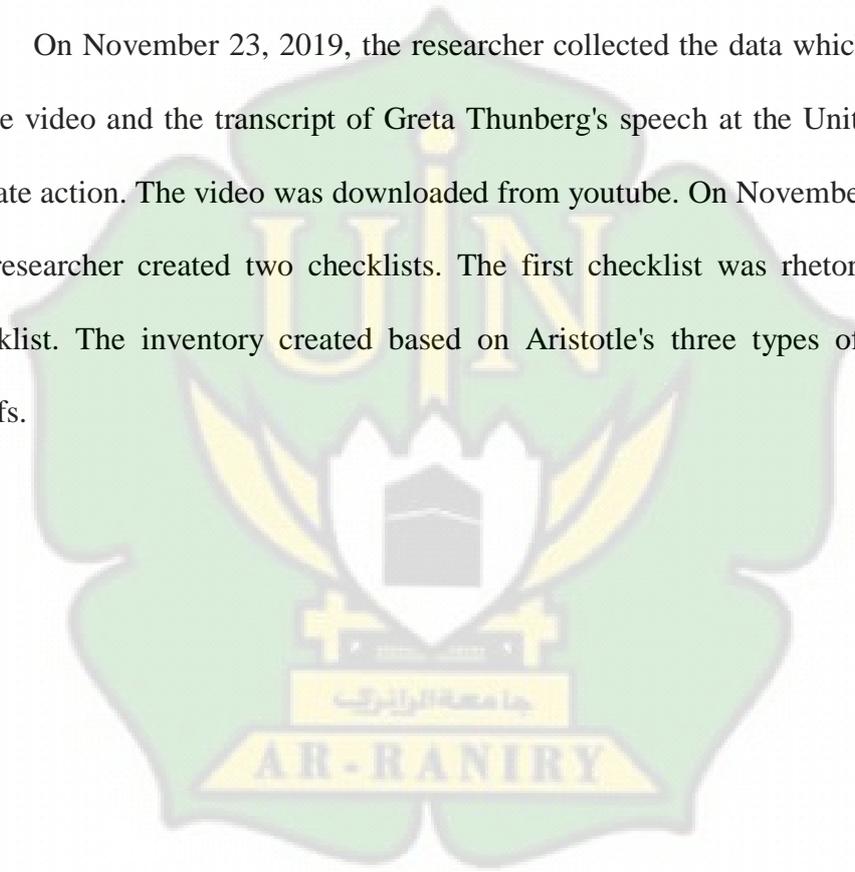
The research subject is Greta Thunberg Greta a Swedish climate youth activist who sparked an international movement to fight climate change beginning in 2018., with the simple message "School strike for climate" handwritten on poster board. The speech obtained in the form of the video from YouTube. The transcript of speech retrieved from online times magazine.

Thunberg and other concerned youths throughout Europe have continued to pressure leaders and lawmakers to act on climate change through their regular walkouts. Thunberg has also travelled the world, meeting with global leaders and

speaking at assemblies to demand climate solutions and a recommitment to the Paris agreement. This case made it possible to produce a unique strategy in persuading the audience. The researcher interested in analyzing his speech to identify how he delivers the speech to influence the audience.

D. Research Setting

On November 23, 2019, the researcher collected the data which consisted of the video and the transcript of Greta Thunberg's speech at the United Nations climate action. The video was downloaded from youtube. On November 25, 2019, the researcher created two checklists. The first checklist was rhetorical proofs checklist. The inventory created based on Aristotle's three types of rhetorical proofs.



CHAPTER 4

FINDING AND DISCUSSION

This chapter is divided into two parts. These two parts answered the research questions of this study. In the first part, the researcher tried to find out the answers for the research question. The research question that was going to be answered was about the rhetorical appeals in Greta Thunberg speech to convince the audience at the United Nations climate action. In the discussion, the researcher provided some examples which were taken from the speech.

The discussion in the first part is related to rhetorical proofs in Greta Thunberg speech at the united nations climate action. The researcher provided some examples and analyzes the rhetorical proofs applied in each example. The researcher analyzed the way Greta Thunberg delivers his speech which affects the effectiveness of rhetorical proofs used by Greta Thunberg.

A. The Result of Rhetorical Appeals

Greta Thunberg is a young activist who has sparked the interest of millions literally of children around the globe in her speech demanding action for climate change. So, the researcher will examine the speech delivered by Thunberg using rhetorical appeals. Rhetorical appeals are the methods which are used by a speaker to create proofs (logical, ethical, and emotional proofs) in order to persuade the audience. This part will answer the first research question and discuss the result of

the analysis. The researcher answer the first question by analyzing the three kinds of proofs, which are logical (logos), ethical (ethos), and emotional (pathos), created by Thunberg speech to convince the audience at the united nations climate action. For the general, the researcher found the frequency of rhetorical appeals used in her speech and calculated those rhetorical appeals into the percentage. Then, the result shown in this figure is the percentage of three kinds of rhetorical appeals in Greta Thunberg.

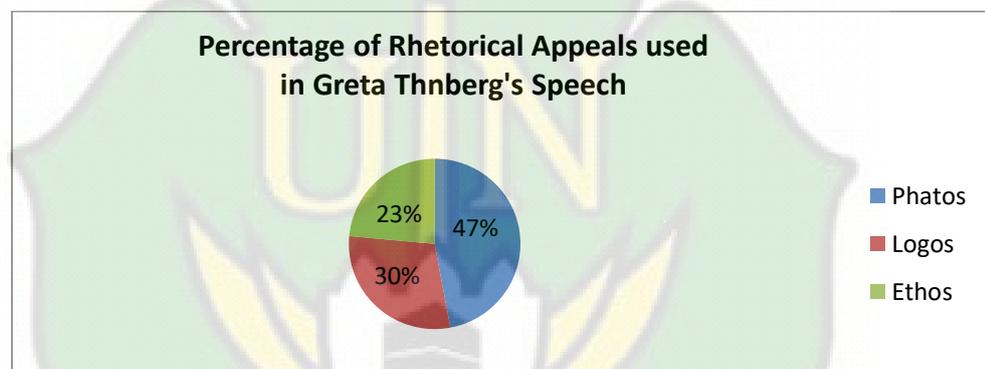


Figure 4.1. Percentage of Rhetorical Appeals Used in Greta Thunberg's Speech At The United Nations Climate Action Summit On September 23, 2019

1. Ethos (Ethical Appeal)

In Thunberg speech in September 23, 2019. The reseacher found that the percentage of ethos was 25%. The result has shown that Thunberg attempted to deal more with self-uality and ethical representation in promoting the ethos . Here is the percentage of each element utilized in Greta Thunberg speech.

Table 4.1***The result of ethical appeal (ethos) in Greta Thunberg's Climate Change Speech***

	Ethical Appeals (4×24%)	
	Perceived Intelligence	Virtuous Character
Frequency	2×	2×
Percentage	12%	12%

a) Perceived Intelligence

The use of perceived intelligence in Thunberg's speech was 24% and appeared 4×. Ethos is the least element that Greta Thunberg used in her speech. In Thunberg's speech, she demonstrated her credibility by calling on world leaders to do more to tackle climate change.

[1] **“You say you hear us and that you understand the urgency. But no matter how sad and angry I am, I do not want to believe that.”**

She asked the world leaders to do more to tackle the problem. Thunberg showed that she did not believe the seriousness of world leaders who said they understood the importance issue of climate change and she said that they did not care about the feelings of sadness her generation was experiencing. Thunberg slammed the members of the UN for caring more about money and "fairytales of eternal economic growth" than collapsing ecosystems, mass extinctions and people suffering due to climate change. Activist Greta Thunberg made no attempt to ingratiate herself with world leaders. She was angry and her indictment of those in power was withering.

- [2] **“Fifty percent may be acceptable to you. But those numbers do not include tipping points, most feedback loops, additional warming hidden by toxic air pollution or the aspects of equity and climate justice.”**

Summarizing climate science in that sentences, she warned that even cutting world carbon emissions in half in ten years—the most ambitious proposal on the global agenda—has only a 50 percent chance of keeping temperature rise below 1.5 degrees Celsius.

b) Virtuous Character

The use of character in this speech is 2 times (percentage 12 %), which indicates the higher the percentage of perceived intelligence.

- [3] **So a 50% risk is simply not acceptable to us — we who have to live with the consequences.**

The consequence in question is global warming which will cause unpredictable weather and melting of the Arctic ice which causes sea levels to rise in some areas. She hit the words when she said “We are in the beginning of a mass extinction” and “A 50% risk is simply not acceptable to us.” A vocal change breaks up a speaker’s cadence, and it grabs the audience’s attention.

- [4] **“There will not be any solutions or plans presented in line with these figures here today, because these numbers are too uncomfortable.” And you are still not mature enough to tell it like it is.**

She used numbers to give her story teeth, Seeing the current amount of CO₂ which is too high, it is impossible to overcome it with a small budget that

will run out in just 8 1/2 years. so that a bigger budget is needed and the seriousness of the leader in dealing with this problem.

2. Phatos (Emotional Appeals)

The art of persuading by means of appealing to the emotions of readers is referred to as Pathos (i.e. emotional). Seeing how pathos, emotional appeals, are used to persuade can be based on texts ranging from classic essays to contemporary advertisements. An audience's emotional response can be affected by the choice of language, and an argument can be enhanced through the use of an effective emotional appeal, Isai et al. (2020).

Greta thunberg used pathos in climate change speech to persuade the audience for many times. The percentage of emotional proof usage during the speech was 48%. It was the most dominant proof that was showed in her speech. Below are the findings of each phatos's elements applied by Greta Thunberg in her speech.

Table 4.2

The result of e motional appeal (Pathos) in Greta Thunberg's Climate change speech

	Emotional Appeals (9×54%)		
	Hatred	Fear	Anger
Frequency	2×	2×	5×
Percentage	12%	12%	30%

a) Anger

The anger shown by Thunberg in her speech had a somewhat higher level than self-confidence or was exploited 5 times (30%).

[5] “How dare you!”

Before world leaders made their promises in three-minute speeches, 16-year-old climate activist Greta Thunberg gave an emotional appeal in which she chided the leaders. How dare you! She repeated it with a sense of brave courage and confidence.

[6] “You have stolen my dreams and my childhood with your empty words. And yet I'm one of the lucky ones. People are suffering. People are dying. Entire ecosystems are collapsing”

Empty Swedish student Greta Thunberg accused world leaders of disappointing her generation by not curbing carbon emissions, and stealing her childhood by saying "words" about climate change. When the industrial economic system began, the scale and efficiency of human activity was minuscule compared to the infinite bounty of nature. Thus, many economists assert—and much can still be done—that nature is a near-infinite supply, available to be exploited by trade. When one resource is depleted, another will be discovered and exploited. If nothing is found, technology will step in to keep the engine of the economy going.

[7] “Because if you really understood the situation and still kept on failing to act, then you would be evil. And that I refuse to believe”

The meaning of this situation is the climate change that is happening now, and she demands climate change on the people in power to act to minimize the

industry's greenhouse emissions, but they always fail. So Greta thinks it was bullshit and she did not believe them.

[8] “How dare you pretend that this can be solved with just 'business as usual' and some technical solutions?”

Thunberg loudly criticized private or government elites who own big factories that cause climate change. She ridiculed big companies causing greenhouse emissions who thought climate change was just an ordinary business that had been running for decades.

[9] “you are still not mature enough to tell it like it is.”

It means mature with common sense and good humanity. Because no matter what happens, Thunberg insisted that they were criminals of the weather, climate, the universe who only cared about themselves without caring about why other humans affected by the stupidity they do to the world.

b) Hatred

Greta Thunberg showed hatred in her speech with a percentage of 12% with duration of 2 times. As shown in the example below, Greta Thunberg showed her hatred for the government by raising cases and issues about climate change.

[10] “My message is that we'll be watching you” "This is all wrong. I shouldn't be up here. I should be back in school on the other side of the ocean. Yet you all come to us young people for hope.”

The sentence showed the emotion in the loud voice of Greta Thunberg's speech. Bravely she directed it towards dozens of heads of state who were sitting

comfortably during the Climate Summit at the UN headquarters, New York, United States. Thunberg arrived in the United States late last month after traveling across the Atlantic Ocean by sailboat in order to attend the climate summit. The trek, which took two weeks, was an emission-free way for Thunberg to travel from Europe to the United States.

[11] “You are failing us. But the young people are starting to understand your betrayal. The eyes of all future generations are upon you. And if you choose to fail us, I say: We will never forgive you.”

Thunberg was speaking directly to dozens of Heads of State and Government, business leaders, and senior representatives from civil society from around the world, who lined up to promise far-reaching steps to beat climate change, at the day-long event, held at the organization’s New York headquarters.

c) Fear

Fear appeal is the most common emotional appeal used in persuasive speech. In order to persuade people of the topic she was presenting and made the audience accept the speaker's point of view, sometimes the speaker emphasized the situations and encouraged any concern about issues that seemed to pose a threat. Based on the research findings, fear appeared 2 times in speech (12%).

[12] “We are in the beginning of a mass extinction, and all you can talk about is money and fairy tales of eternal economic growth. How dare you!”

Sixteen-year-old Swedish climate activist Greta Thunberg did not mince words when she denounced the "fairy tale" of perpetual economic growth in her

speech at the United Nations. Countless decisions resulting from this “open” world mindset have improved the lives of many, while causing vast, negative, mostly unintended, consequences. Today, the scale, inequity and inefficiency of our economic system has surpassed nature's limits.

[13] “With today's emissions levels, that remaining CO2 budget will be entirely gone within less than 8 1/2 years.”

Thunberg also reminded that with the current resources and technology, CO2 only lasts up to 8 more years, and she is right, the next generation will be the victims.

3. Logos (Logical Appeal)

Logos is a rational appeal, and persuasion is done using “the proof, or apparent proof, provided by the words of the speech itself”. Logos appeals to reason, which makes the “clarity and integrity of the argument” very important. Furthermore, Logos relates to the logic of the argument itself. A rhetorical speech must be organized in a clear, logical manner. The finding indicated that the percentage of logos utilized in this speech was about 30% (4 times of appearances). This became the least element used of appeal. Below are the findings of the use of the logos in Greta Thunberg’s speech.

Table 4.3

The result of logical appeal (Logos) in Greta Thunberg's Climate change speech

logical Appeals (4×24%)	
Ethymeme	
Frequency	4×
Percentage	24%

a) Ethymeme

In her speech, she used ethymeme with frequency of 4 times and percentage of 12%. As delivered in the statement below, Greta Thunberg showed her ethymeme for the leaders by raising cases and issues about climate change.

[14] “For more than 30 years, the science has been crystal clear. How dare you continue to look away and come here saying that you're doing enough, when the politics and solutions needed are still nowhere in sight.”

Thunberg cited more than 30 years of scientific evidence showing the consequences of a perpetually warming globe and delivered searing criticism of politicians who were aware of the science, but still did nothing.

[15] “The popular idea of cutting our emissions in half in 10 years only gives us a 50% chance of staying below 1.5 degrees [Celsius], and the risk of setting off irreversible chain reactions beyond human control.”

The meaning of the sentence is that she quoted the words of political elites who have interests in industrial production that cause greenhouse gas emissions,

which are just their own gibberish, and not only harsh criticism for them, but also expected elites who have interests to act according to justice.

[16] “They also rely on my generation sucking hundreds of billions of tons of your CO₂ out of the air with technologies that barely exist.”

Greta Thunberg emphasized that they who own factories that cause greenhouse gas emissions rely on millennials to get rid of CO₂ with future technology. But they did not really contribute much to make that change happen, it was just bullshit and sweetened promises like what they had done.

[17] “To have a 67% chance of staying below a 1.5 degrees global temperature rise – the best odds given by the [Intergovernmental Panel on Climate Change] – the world had 420 gigatons of CO₂ left to emit back on Jan. 1st, 2018. Today that figure is already down to less than 350 gigatons.”

Thus, if countries release another 420 gigatons of carbon dioxide into the atmosphere, there is a 67% chance we will keep temperatures below a 1.5-degree increase; and if we release 580 gigatons more carbon dioxide, there is a 50% chance, according to the latest IPCC report. In other words, even if we release fewer than 420 gigatons, there is still a 33% chance of exceeding the 1.5 degrees Celsius limit. Even the most sophisticated scientific analyses of climate change have a broad range for error because there are many factors that are hard to pin down precisely, such as how much methane will be released in the Arctic as ice melts or how much more heat oceans can absorb.

The temperature rises every year, it is a sign that the universe is not doing well, and this is a strong warning because the following data is presented. The next

strong warning is that every year the supply of CO₂ is decreasing, meaning this is a sign that the greenhouse gas industry still cannot be contained because various interests come into play, and this is what is very unfortunate in the future, the current generation will inherit bad weather in the next generation which causes death, the pain is getting worse, the calm is getting more and more rampant And the world is falling apart.

B. Discussion

Based on the research findings, the researcher found the results of the rhetorical appeal used in Greta Thunberg's speech. The purpose of the discussion is to interpret and describe the importance of the findings. First, the use of rhetorical appeal in each speech is determined by the elements of exclamation used by the speaker. In Greta Thunberg's speech on climate change, the use of pathos became the most dominant among other appeals. This is followed by fear, anger and hatred. It is supported by Yanay (2012) who said that hatred is common used by the speaker to show disagreement about a concern opinion.

The percentage of emotional appeal (Pathos) is 52%, outperforming other persuasion appeals. This is a consideration for Greta Thunberg to use emotional persuasion to arouse the enthusiasm of the audience. As supported by Isai et al, (2020) pathos persuades by using security, love, guilt, greed, pity and humour, anger, insult, empathy, fear and confusion. Greta Thunberg surely conveyed an emotional speech that persuade the audience to believe and support her campaign. It is clear that the audience is influenced by the emotional approach of her speech. Another rhetorical appeal in her speech is ethos, which is followed by perceived

intelligence with a percentage of 24% and the third is logos, which is followed by enthymeme with a percentage of 24%. The purpose of using emotional appeal is to make people aware that climate change needs to be addressed immediately which will have a negative effect on the world. As mentioned by Herrick (2016) who conveyed that ethos is the most persuasive tool among appeals. Especially, when the audiences have a big influence for the world development.

Thunberg's speech is considered to be one of the big moments of the climate change campaign. Her action which went viral on social media quickly attracted support from various parts of the world. One year later, various children in several countries joined the demonstration.

In the conclusion, Greta Thunberg's speech performed the complex knowledge of rhetorical appeals. She used variety of appeals to convince and attract the audience such as pathos, ethos and logos. Greta Thunberg is one of the successful people in advocating environmental issues, so her method of doing this is unique among other forms of solving environmental problems. How Greta Thunberg conveyed messages that if able to make the world community intrigued about environmental problems is an interesting thing. symbolic that if it is able to move people to care more about the environment and to corporations that damage the environment to stop their exploitation which is the source of the problem.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This chapter is divided into two parts, conclusion and recommendations. The first part will explain about the finding of the research questions which relate to rhetorical appeals and rhetorical explanation utilized by Greta Thunberg at the united nations climate action. The second part, The recommendation parts will explain the benefit of this research for future research and speaking teachers or lecturers.

A. Conclutions

The research was conducted in order to find out about what rhetorical appeals used by Greta Thunberg and how do rhetorical appeals to convince the audience. This research was focused on analyzing rhetorical appeals of Greta Thunberg's speech at the united nations climate action summit on september 23, 2019. The researcher used Aristotle's theory of rhetoric to find out what rhetorical proofs used by Greta Thunberg.

According to Aristotle's rhetorical theory, there are three types of rhetorical proofs. The first rhetorical proof is logical proof (logos). In Greta Thunberg speech about climate change, she used logos to proof that her statements are based on fact. The second proof is ethical proof (ethos). Greta Thunberg used ethos to show the audience that climate change is already having a bad impact at this point and it is a very important thing to tackle. The next appeal

is emotional proof (pathos). Pathos was used when Greta Thunberg tries to evoke the emotions she expresses during the speech.

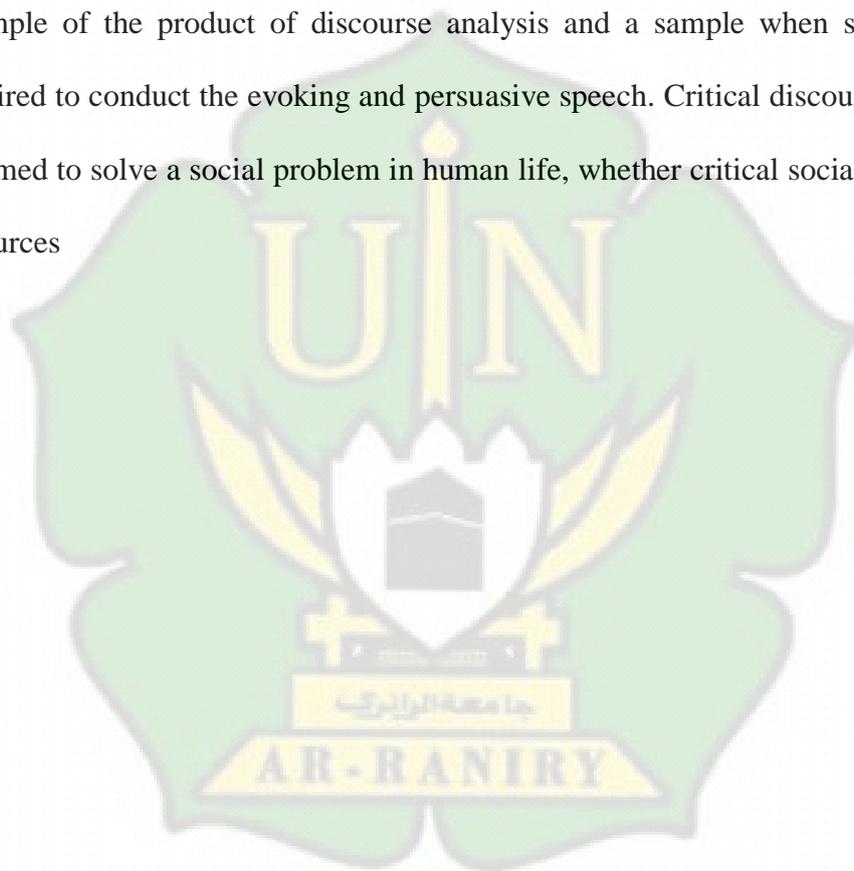
According to the analysis conducted by the researcher, it was found that Greta Thunberg used all types of proofs in her speech about the climate change. Pathos was the most dominant proof appears in her speech. It appears for 8 times. It was about 48% of the speech which was about emotional proof. In the second place, she used ethos which appeared for 5 times. Ethos which was estimated to 30% in the speech. In the third place, there was logos. Only 24% from the total of her speech was logos. It appeared for 4 times during her speech.

B. Recommendation

Concerning the rhetorical analysis of Greta Thunberg speeches, the researcher recommends some points of view to be conducted by the future researchers. The further studies may utilize the different theories for the analysis to ease the research framework. Since the researcher did not analyze all aspects of rhetorical devices, the future researchers are allowed to expand the topics which are intended to be examined.

The researcher suggests that both speaking or discourse analysis lecturers used the Rhetorical Appeals and Rhetorical Situation to find out how these means of persuasion are effective instruments to create the persuasive speech. By teaching the rhetorical appeal to the students, it will help the students acquire the capability in conducting a speech with the elaboration of effective reasoning or logical arguments to support their ideas.

In addition, determining what rhetorical situation that prompts the emergence of particular content and issues addressed by the speaker in the speech is also crucial in building the insight about provoking and persuasive political speech. Finally, the result of the analysis of rhetorical appeals and rhetorical situation in Greta Thunberg in climate change speeches can be adopted as the example of the product of discourse analysis and a sample when students are required to conduct the evoking and persuasive speech. Critical discourse analysis is aimed to solve a social problem in human life, whether critical social science or resources



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Appendix 2

Transcription of Greta Thunberg

Climate activist Greta Thunberg, 16, addressed the U.N.'s Climate Action Summit in New York City on Monday. Here's the full transcript of Thunberg's speech, beginning with her response to a question about the message she has for world leaders.

"My message is that we'll be watching you.

"This is all wrong. I shouldn't be up here. I should be back in school on the other side of the ocean. Yet you all come to us young people for hope. How dare you!

"You have stolen my dreams and my childhood with your empty words. And yet I'm one of the lucky ones. People are suffering. People are dying. Entire ecosystems are collapsing. We are in the beginning of a mass extinction, and all you can talk about is money and fairy tales of eternal economic growth. How dare you!

"For more than 30 years, the science has been crystal clear. How dare you continue to look away and come here saying that you're doing enough, when the politics and solutions needed are still nowhere in sight.

"You say you hear us and that you understand the urgency. But no matter how sad and angry I am, I do not want to believe that. Because if you really understood the situation and still kept on failing to act, then you would be evil. And that I refuse to believe.

"The popular idea of cutting our emissions in half in 10 years only gives us a 50% chance of staying below 1.5 degrees [Celsius], and the risk of setting off irreversible chain reactions beyond human control.

"Fifty percent may be acceptable to you. But those numbers do not include tipping points, most feedback loops, additional warming hidden by toxic air pollution or the aspects of equity and climate justice. They also rely on my generation sucking hundreds of billions of tons of your CO₂ out of the air with technologies that barely exist.

"So a 50% risk is simply not acceptable to us — we who have to live with the consequences.

"To have a 67% chance of staying below a 1.5 degrees global temperature rise – the best odds given by the [Intergovernmental Panel on Climate Change] – the world had 420 gigatons of CO₂ left to emit back on Jan. 1st, 2018. Today that figure is already down to less than 350 gigatons.

"How dare you pretend that this can be solved with just 'business as usual' and some technical solutions? With today's emissions levels, that remaining CO₂ budget will be entirely gone within less than 8 1/2 years.

"There will not be any solutions or plans presented in line with these figures here today, because these numbers are too uncomfortable. And you are still not mature enough to tell it like it is.

"You are failing us. But the young people are starting to understand your betrayal. The eyes of all future generations are upon you. And if you choose to fail us, I say: We will never forgive you.

"We will not let you get away with this. Right here, right now is where we draw the line. The world is waking up. And change is coming, whether you like it or not.

"Thank you."

