

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of Study**

On April 9, 2020, the director-general of the World Health Organization, Dr. Tedros Adhanom Ghebreyesus, delivered a powerful warning to world leaders to not politicize the issue of COVID-19, saying doing so will lead to more deaths. Tedros made the stern comments at a WHO press briefing on Wednesday in response to a question about recent criticisms made by

U.S. President Donald Trump. Dr Tedros Adhanom Ghebreyesus is WHO Director-General for a five- year term that was elected by WHO Member States at the Seventieth World Health Assembly in May 2017. He is also the first person from the WHO African Region to serve as WHO's chief technical and administrative officer. He was also ever worked as Ethiopia's Minister of Foreign Affairs from 2012–2016. In this role he led efforts to negotiate the Addis Ababa Action Agenda, in which 193 countries committed to the financing necessary to achieve the Sustainable Development Goal.

The researcher is interested in doing a research to analyze how Tedros Adhanom Ghebreyesus defends the organization about what they've done since the first known case was brought to their attention 100 days ago. The WHO has been criticized for its decision not to call COVID- 19 a pandemic until March 11, long after many experts suggested it should do so. Therefore, the researcher would like to analyze how the director-general of WHO uses rhetoric in response to criticisms that this organization has been accepted since Covid-19 occurs.

Since rhetoric has correlation with the use of language, means that language plays important role in Tedros's speech. Evayani & Rido (2019), state that the use of language can possibly achieve certain purpose such as marginalizing certain social actors or selecting the word choices. Moreover, language is a very strong way to communicate between one another, language can also be used to convey ideas and desires.

There are three theories that will be used in this research. The first is a theory proposed by Nikitina (2011) about rhetorical canon. The second is a theory proposed by Michalik and Michalska-Suchanek (2016) about rhetorical devices. The last is theory proposed by Farghal & Shunnaq (1999) about repetition. In Nikitina's book to examine the way Tedros Adhanom presents his speech. This rhetorical analysis is important to be conducted because it discovers the component of communication act, such as inventing and arranging ideas, choosing and delivering clusters of words. It also helps people to be able to deliver effective speech in front of public. The aim of delivering speech in front of audience is to share information and try to make the audience believe in the information the speaker shares. In this case, Dr. Tedros Adhanom is trying to clarify and respond the criticism especially from Donald Trump who says the WHO bias towards China upon the case of coronavirus. To do so, he has to make the audience believe and agree on what he says. According to Nikitina (2011), rhetorical canon is the process of not neglecting the importance of voice and body language while speaking. This process will help the speaker to make the content of the speech more valuable. Corbett & Connors (1999), states that the management of the voice are including the proper pitch, volume, and emphasis and about pausing and phrasing. Meanwhile

body language covers the proper stance and posture of the body, and in the management of the eyes and facial expressions. Furthermore, the other rhetorical devices proposed by Michalik and Michalska-Suchanek (2016) is about analyzing artful mechanism that exist in a speech. These devices include, slogans, images, etc that has aim to gain the audience's trust and their decision making. Not to forget, this research also uses repetition theory to help the researcher gets more detail about rhetorical devices, especially in the field of repetition.

### **1.1 Research questions**

According to the previous explanation, the question that will be answered are:

1. What are the rhetorical canon used by Dr. Tedros Adhanom?
2. What are the rhetorical devices used by Dr. Tedros Adhanom?

### **1.2 Research objective**

Considering the problem above, the objectives that can be obtained in this research are:

1. To observe the rhetorical canon used by Dr. Tedros Adhanom Ghebreyesus.
2. To find out the rhetorical devices used by Dr. Tedros Adhanom

### **1.3 Uses of the study**

Uses of the study in this research are divided into two sub-categories:

#### **1.4.1 Theoretical use**

This research will be useful for debaters to learn on how to create effective reasoning for their statements. It can also be useful for public speaking class to teach the students on how to create effective speech. This research discusses the rhetorical

canon found in Dr. Tedros Adhanom's speech and the rhetorical devices that he uses in his speech. The findings can be great examples to create an effective speech, especially in persuasive speech.

#### **1.4.2 Practical use**

This research can give contributions for several actors. First, the research can be used by educator from English major as an exemplification. Second, the research can be used as additional reference by student whose intention is to do research on the same topic. Third, this research can be used as additional reading sources for readers in general who wants to have broader perspective about politics.

#### **1.4 Scope of the study**

Understanding that the theories and methods in analyzing rhetorical speech is divers, the researcher only focuses to use the theory of rhetorical canon from Nikitina (2011), rhetorical devices proposed by Michalik and Michalska-Suchanek (2016), and repetition theory proposed by Farghal & Shunnaq (1999) in order to know whether or not Tedros Adhanom creates an effective speech and to find out about kind of rhetorical devices that he uses in his speech on Wednesday, April 9, 2020 as the general-director of World Health Organization.