

ABSTRACT

A Rhetorical Analysis on WHO General-Director's Speech Upon Covid-19

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In this thesis, the writer discusses one of the important aspects in Rhetorical Analysis. It covers rhetorical canon, rhetorical devices—This thesis has purpose to find out those three elements from one of the speeches delivered by Dr. Tedros Adhanom. To overcome the problem structurally, the writer applied the theory from 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. Moreover, the researcher also used descriptive qualitative method as it was the most suitable method in conducting the thesis. The result of the analysis shows that Dr. Tedros Adhanom uses three out of five rhetorical canons. They are storytelling, tone of voice, and pause. Meanwhile, for rhetorical devices, the speaker uses hyperbole, idiom, imperative mood, and pronoun. The last is repetition, which are uttered in the form of word, phrase, and clause. It is used to wrap his idea and information related to Coronavirus.

Keywords: Covid-19, Rhetorical Analysis, WHO General-Director