CHAPTER 1
INTRODUCTION

This chapter consists of initial description related to rhetorical analysis on Emma Watson speech. It includes background of study, statement of problem, objective of study, significance of study, definition of key terms, conceptual frameworks and previous studies.

1.1 Background of Study

Andersen wrote an analysis in 2008 entitled "The Obama Phenomenon – A Comparative Rhetorical Analysis." His analysis presented that Barack Obama used a combination of many of these rhetorical elements to establish a stronger, more consistent and more positive message of hope and optimism, of bi-partisanship and of togetherness than Clinton. (Andersen, 2008). He convinced that Barack Obama's speech is more persistent in using rhetoric appeal form rather than Hillary Clinton which is the reason why his speech is more special contrast to Hillary Clinton's. He argued that Barack Obama has more effective speech than Hillary Clinton seen from the variety of rhetorical devices Barack Obama used.

This result triggers this study on questioning whether the usage of rhetoric especially the three appeal form by Aristotle may distinct speech effectiveness viewed from rhetorical devices usage. Additionally, in early 19th century (Foss, 2009), people start to concern and notice how mankind deliver a fundamental speech which moves people not only to pursue the way people think but also the way people both mentally and physically embrace the point of the speech message.

Talking about another case related to effective speech, Emma Watson once was chosen as brand ambassador by UN, specifically regarding UN first kind of gender equality campaign called "*HeforShe*" in 2014. This speech left a remarkable reaction from the audiences. She received standing applause as well as in between speech applauses. This reaction shows that Emma Watson's speech is successful in its way even many online articles agree with this statement.

According to Robinson on his article in Vanity Fair, Watson was said to hold "power in person" and was met with a "thunderous standing ovation" saying that Watson has delivered and lead a "clarified persistent misconception about feminism in general" (Robinson, 2014). CNN also stated that Watson "stirred the internet with her recent moving speech" along with several others celebrities and artist mentioned (France, 2014). There is also an article stated that Emma Watson speech was an inspiration to a 15-years-old who agrees with what Emma Watson has said on her speech about feminism and male (Alexander, 2014).

As this research was inspired from Anderson (Andersen, 2008) research result which focuses on analyzing Barack Obama and Hillary Clinton speech through the rhetorical theory they used, this study would like to choose Emma Watson speech as the main object. This research focus is to figure out what appeal form Emma Watson used in her speech also what is the interpretation of this usage.

Aristotle stated that to persuade listeners orators used three modes of persuasion, which he called the three appeal forms (Andersen, 2008). The three appeal forms are the rational appeal (logos), the emotional appeal (pathos) and the ethical appeal (ethos) (Kennedy, 2007). These appeal forms are in sense arguments as the orator is appealing to the audience's reason or understanding, passions or emotions or trust and admiration (Corbett, 1990).

However, contemporary rhetorical theorists believe that the characteristics of the orator cannot help but make for different rhetoric. When women were able to take to the public platform, they introduced different rhetorical exigencies,

arguments, and styles (Foss, 2009). Initiating from this statement that women would come with different rhetorical exigencies, arguments and styles it is interesting to foresee Emma Watson speech rhetoric.

In order to get a deeper understanding regarding gender and rhetorical analysis, this research combines rhetorical theory with woman language feature by Robin Lakoff. Robin Lakoff in her book entitled Language and Women's Place said that women have language features differentiate between women and men's language characteristics. Those features named as lexical hedges or fillers, tag question, rising intonation on declaratives, 'empty adjectives, precise color terms, intensifiers, 'hypercorrect' grammar, 'super polite' forms, avoidance of strong swear words, and emphatic stress (Lakoff, 1975).

In this case, this study uses a combination between rhetorical theory by Aristotle that may reveal orator way of persuading and woman language feature by Robin Lakoff that may draw Emma Watson speech characteristic. These two distinct theories are matched to oversee Emma Watson speech effectiveness.

1.2 Statement of Problem

Rhetoric mode of persuasions according to Aristotle consists of 3 appeal forms they are ethos, pathos and logos (Kennedy, 2007). This research is interested to figure out what appeal form Emma Watson used in her speech also what is the interpretation of this usage.

Robin Lakoff in her book entitled Language and Women's Place said that women have language features differentiate between women and men's language characteristics. Those features named as lexical hedges or fillers, tag question, rising intonation on declaratives, 'empty adjectives, precise color terms, intensifiers, 'hypercorrect' grammar, 'super polite' forms, avoidance of strong swear words, and emphatic stress (Lakoff, 1975). This research is interested in figuring out what woman language features Emma Watson used in her speech.

To sum up the statement of problem of this research our curiosity lies in the following questions:

1. What is the appeal form of rhetoric seen from ethos, pathos and logos in Emma Watson's Speech at UN for *HeforShe* campaign in 2014?

2. What is the woman language features in Emma Watson's Speech at UN for *HeforShe* campaign in 2014?

1.3 Objective of Study

The main purpose of this research is to widen and give evidence to rhetoric and woman language features research in further. Thus, the research is aimed as the following:

a) This study conducted on purpose to know the appeal form of Emma Watson speech in UN *HeforShe* campaign entitle "Gender Equality Is Your Issue Too"

b) This study conducted on purpose to identify the woman language features of Emma Watson speech in UN *HeforShe* campaign entitle "Gender Equality Is Your Issue Too"

1.4 Significance of Study

Theoretically, as written in the background of problem, this research aim to analyze data by combining two theories which are rhetoric and woman language. Hopefully, this research finding will bear and broaden the two theories into a more specific division.

Practically the use of this research will impact the following:

• English Lecturers

The latest of evidence is needed to be used in daily explanation to the related knowledge. Aristotle and Robin Lakoff theory can show a distinctive and further deep comprehension for not only rhetorical analysis but also woman language feature. Therefore it is hope that this research can assist the evidence to language and gender analysis.

• The students of English Literature

The use of new evidence can be a contribution to the other learners in future and now. The student of English literature especially in UIN Sunan Gunung Djati will need many references to their future research. This is one of them to be listed.

1.5 Definition of Key Terms

Rhetoric. Rhetoric is the skill to use language more impressive and persuasive. This is in line with Aristotle cited in Murphy (2006: 864) who defined rhetoric as the faculty of observing in any given case the available means of persuasion.. Rhetoric is a skill that allows its user to master on how people consider somebody as a convincible one and also how people try to make themselves sound or look convincing to create successful, not only delivered but also accepted, message.

The three appeal form. The three appeal form is persuasive mode which proposed by Aristotle. "Inspire confidence in the rhetor's (speaker's or writer's) own character-the three, namely, that induce us to believe a thing apart from any proof of it: good sense, good moral character, and goodwill (Kennedy, 2007). For the ancient Greeks, rhetoric was the use of ethos or speaker credibility, and pathos or emotional argument and or logos or logical argument to construct a persuasive argument.

Woman language features. Robin Lakoff stated 10 aspects of speech which indicate the characteristic of woman's speech consist of lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, hypercorrect grammar, super polite forms, avoidance of strong swear words, and emphatic stress (Lakoff, 1975).

Emma Watson. According to UN woman official website she is a British actor who was appointed UN Women Goodwill Ambassador in July 2014. UN stated why she was pointed as goodwill ambassador for this campaign, "The accomplished actor, humanitarian and recent graduate of Brown University will dedicate her efforts towards the empowerment of young women and will serve as

an advocate for UN Women's *HeforShe* campaign in promoting gender equality".
Emma Watson is an actor who famously known as Hermione Granger as her role
in Harry Potter movie series. She was graduated from Brown University as
English literature graduate in 2014.

"Gender Equality Is Your Issue, Too" speech. This is one of Emma
Watson speech as an ambassador of *HeforShe* campaign. She delivered this in
launching of the campaign in 2014. This is a speech where Emma Watson first
spoke up about this campaign that shortly ask for everyone including men to feel
welcome to overcome this gender inequality issue.

"*HeforShe*" campaign. This is the first campaign of UN that concerns on
gender equality. According to its official website *HeforShe* campaign is an
invitation for men and people of all genders to stand in solidarity with woman to
create a bold, visible and united force for a gender equal world.

UN. According to UN official website UN is short for United Nations also
in Indonesia known as PBB (Perserikatan Bangsa-Bangsa). The United Nations is
an international organization formed in 1945. It is currently made up of 193
Member States. The mission and work of the United Nations are guided by the
purposes and principles contained in its founding Charter.

1.6 Conceptual Framework

This research uses two distinct theories to accomplish the objective of the
study. The theories which are going to be referred to answer the research
questions are rhetorical the three appeal forms by Aristotle (Aristotle, 1954) and
woman language features by Robin Lakoff (Lakoff, 1975). The two theories are
basically distinct theory.

To figure out the first research question this study will refer to the three
appeal forms as part of rhetoric theory by Aristotle. Aristotle stated that there are
three kinds of rhetorical appeal they are ethos, pathos and logos (Aristotle, 1954).
To indicate which are valid to be considered as pathos, ethos or logos this theory

by Aristotle is the first source of reference. Aristotle too divided ethos into three they are perceived intelligence, virtuous character and goodwill. Meanwhile pathos divided into four they are anger versus calmness, love versus hatred, fear versus confidence and admiration versus envy. On the other, logos was divided only into two they are enthymeme and example. These divide section will be the limitation on how to detect ethos, pathos and logos.

The second research question is trying to analyze the linguistic behavior of Emma Watson on her speech. The theory of woman language features by Robin Lakoff is this study main reference for this research question. This study analyzes Emma Watson speech by observing the ten woman language features by Robin Lakoff. The result will reveal Emma Watson linguistic behavior as not only a speaker or orator but also a woman. Each of woman language features has their own distinct reason and it may reveal Emma Watson character as an orator in appealing audiences.

To illustrate the conceptual framework, the following picture can be a detail reference.

1.7 Previous Studies

1) Title: The Obama Phenomenon: A Comparative Rhetorical Analysis

Author: Christian Enderson

Year: 2008

Type: Master Thesis

Source:

http://studenttheses.cbs.dk/bitstream/handle/10417/284/christian_andersen.pdf

Result: Obama uses a combination of many of these rhetorical elements to establish a stronger, more consistent and more positive message of hope and optimism, of bi- partisanship and of togetherness than Clinton. (Andersen, 2008).

He convinced that Obama's speech is more persistent by using rhetoric appeal form rather than Clinton which is the reason why his speech is more special contrast to the other. He argued that Obama has more effective speech than Clinton seen from the variety of rhetorical devices Barack Obama used.

Similarity: Both studies use Aristotle the three appeal form theory to analyze speeches

Distinction: Anderson is comparing Obama and Clinton speech using rhetorical analysis especially in appeal forms, topic, style, arrangement of the speech and object of the speech meanwhile in this study the research question focused on the three appeal form and woman language features.

2) Title: Woman Language Features In Michelle Obama's Speech As An African American First Lady

Author: Riza Sholikha

Year: 2016

Type: Undergraduate thesis

Source: http://digilib.uinsby.ac.id/5499//

Result: There were only seven features are classified as women's speech features used by Michelle Obama. They are lexical hedges, rising intonation on declarative, empty adjective, intensifier, hypercorrect grammar, superpolite form, and empathic stress. Besides, the emergence of every features had been found is different. The total emergence of lexical hedges is twenty nine. Rising intonation appears in total five and empty adjective appears in total two. Next, there are eighty four occurring in intensifier, twenty occurring in hypercorrect grammar, and two in super polite form and the last feature is empathic stress is eight. The most frequently feature is intensifier. The purposes of using women's speech features are: lexical hedges is for mitigating the statement to her audiences and to show a doubt or confidence, rising intonation is for being strengthen, empty

adjective is for being admiration something, intensifier is for persuade their addressee to take them seriously and strengthen the meaning, hypercorrect grammar is for rising woman social status as a behave, super polite form is for leaving strengthen, and the last empathic stress is for emphasizing certain words.

Similarity: Both studies applies woman language features theory of Robin Lakoff on speeches

Distinction: Sholikha uses Michelle Obama's speech as the data meanwhile this study analyzes Emma Watson's speech in UN under title "Gender Equality Is Your Issue Too". Sholikha analyzes using Robin lakoff's woman language features theory only w'hile this study has two different theory applied they are rhetoric and woman language features.

3) Title: An Analysis Of The Use Of Women's Language Features By Hillary Clinton In Presidential Debates

Author: Cornelia Selly Amanda

Year: 2017

Type: Undergraduate thesis

Source: https://repository.usd.ac.id/12119/2/131214064_full.pdf

Result: The study shows that there are seven out of ten woman language features by Clinton in presidential debates. It includes lexical hedges (41.54%), rising intonation on declaratives (1.56%), empty adjectives (0.96%), intensifier (14.65%), hypercorrect grammar (21.25%), super polite forms (0.24%) and emphatic stress (19.81%). Clinton tends to not use any features that show lack of confidence or uncertainty. In contrast, Clinton expresses herself as a confident woman due to her status and the role as a politician which indicates woman's leadership.

Similarity: Both studies analyzes woman language features on speeches with some typical theory sources

Distinction: Amanda analyzes Hillary Clinton speech with Robin Lakoff's theory to figure out the linguistic behavior specifically confidence of Hillary Clinton as an orator. Meanwhile this study combining rhetoric theory to reveal orator's special linguistic behavior as orator and woman language feature to analyze further about the diction chosen, confidence. And so on.

4) Title: Emma Watson's Magic Spell In Gender Equality: The Use Of Rhetorical Devices In "*HeforShe*" Campaign

Author: Nita Maya Valientien

Year: 2017

Type: E-Journal

Source:

https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.research gate.net/publication/323964713_EMMA_WATSON%27S_MAGIC_SPELL_IN_ GENDER_EQUALITY_THE_USE_OF_RHETORICAL_DEVICES_IN_*HEFO RSHE*_CAMPAIGN&ved=2ahUKEwjdvqbSloTgAhWEuI8KHY_SCQYQFjAJeg QICRAB&usg=AOvVaw05tOUDmNYYNt0yse40Riy7

Result: In this paper, the category of rhetorical devices is created upon the category made by Jones and Peccei (2004) and additional theory about the use of personal pronouns by Harris (2013). She found out that in this speech Watson used several rhetorical devices they are figurative speech, the rule of three, parallelism, antithesis, and pronoun (Valiantien, 2015).

Similarity: Both studies analyzes Emma Watson speech entitle "Gender Equality Is Your Issue Too" for *HeforShe* campaign in UN

Distinction: Valientien analyzes rhetorical devices in Emma Watson speech. There are several theories included in the study they are the rule of three, parallelism, and variation of personal pronoun use. It is different with the theory chosen in this study which is appeal form by Aristotle.

5) Title: Women's Language Features Used by Indonesian Female Bloggers
Author: Annisa Aga Pebrianti

Year: 2013

Type: E-Journal

Source: http://ejournal.upi.edu/index.php/psg/article/download/543/418

Result: There were ninety-seven postings which can be categorized into eight features. However, intensifiers tend to be the most frequent feature used by the female bloggers (34.92%), followed by empty adjectives (5.71%), and the least is avoidance of strong swear words (0.27%). Moreover, regarding the reasons by using the features is most respondents claimed that they use those features because they tend to reflect uncertainty and reflect women's lack of confidence in conversation. In contrast, only few of respondents who stated that they use those features because women have higher level of vocabularies than men.

Similarity: Both studies apply woman language features theory to oversee woman language usage.

Distinction: Pebrianti study analyzes blogger transcript and use them as main data. They do not have video to check the intonation and or expression as it might helpful like this study. On the other hand this study analyzes Emma Watson speech transcript and video. Although this study did not analyze body language however listening to how Emma Watson delivered some sentences with various intonation make it much more easier to consider identification.

6) Title: A Rhetorical Criticism of Susan B. Anthony's Speech on Women's Right to Vote

Author: Shabnam Kohan in

Year: 2012

Type: E-Journal

Source: https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=1096&context=comssp

Result: Kohan classified the speech into three rhetorical appeal and interpret it according to his own interpretation (researcher did not write technique of analyzing data). This research contains of biography of Susan B. Anthony, background of the speech, voting and trial, analysis of woman's right to vote speech, evaluation of the speech and ends with works cited. In this analysis, he frequently mentions woman's behavior in language according to his opinion thus he does not use any woman language theory.

Similarity: Both Studies use rhetoric theory to analyze speech specially the three appeal form by Aristotle.

Distinction: Data of Kohan's research is Susan B Anthony speech meanwhile in this study Emma Watson speech for *HeforShe* campaign is chosen.

7) Title: A Style of His Own- A Rhetorical Analysis of President Barack Obama"

Author: Hollins University (author did not write personal name)

Year: 2014

Type: E- journal

Source:

https://digitalcommons.hollins.edu/cgi/viewcontent.cgi?article=1021&context=researchawards

Result: As stated in tittle, this analysis focuses on style only. There are three main topic mentioned they are religion belief, immigration and race. There is no theory and methodology chapter in this analysis but through the analysis chapter it can be concluded that researcher examine Obama's style in giving a speech related to the three main topics. The way Obama draws the issue is distinct from previous presidents. Obama take this issue as not an issue at all by leading audiences to see from a positive side.

Similarity: Analyzing speech by rhetoric theory

Distinction: The study uses rhetoric style theory while in this study the three appeal form by Aristotle is the one chosen.

8) Title: Rhetorical Devices in Hillary Clinton Concession Speech"
Author: Maria Goldiana Tapinga*, Yudi Juniardia, Dhafid Wahyu Utomoa

Year: 2017

Type: E-journal

Source: https://jurnal.untirta.ac.id/index.php/JELS/article/download/2249/17722

Result: Researcher analyzes Clinton's speech according to Harris theory. The result shows there are thirteen rhetorical devices that were applied in the speech. Regarding to emphasis rhetorical devices, Hillary frequently used a sentential adverb, alliteration, anaphora, conduplicatio, diacope and epistrophe. For association rhetorical devices, Hillary utilized antanagoge, antithesis, metaphor, and parallelism. For decoration rhetorical devices, Hillary tended to apply asyndeton, polysyndeton, and sententia. Emphasis rhetorical devices are the most repeatedly used in her concession speech. Hillary used emphasis rhetorical

devices to directly emphasize her point and purpose and also making the points of the speech is distinctly and explicitly delivered to the audiences.

Similarity: Both studies analyzed speech with rhetoric theory

Distinction: Despite the data both studies use is speech the two researches use distinct theory of rhetoric which is the three appeal form by Aristotle and Rhetorical devices by Harris.

9) Title: Woman's Language Features Found In Female Character's Utterances In The Devil Wears Prada Movie

Author: Tika Oktapiani, M. Natsir, Ririn Setyowati

Year: 2017

Type: E-journal

Source: http://e-journals.unmul.ac.id/index.php/JBSSB/article/view/672

Result: From ten features of women's language, the researcher found nine features used by the female character in The Devil Wears Prada Movie. Intensifiers are the most frequent women's language features used by female characters in The Devil Wears Prada movie because they want to emphasize or strengthen their utterances deeply to attract addressee's attention using intensifiers. Meanwhile, hypercorrect grammar did not occur in this research because the female characters mostly used informal language in their dialogue to shorten the gap among the characters. Then, there are language functions served by women's language found in female character's utterances in The Devil Wears Prada movie. They are expressive function, directive function and metalinguistic function.

Similarity: Both studies use woman language features theory by Robin Lakoff

Distinction: The data of the studies are different. While this study speech transcript of Emma Watson is the main data, in the other studies they use movie script as the source of data.

10) Title: Woman Language Used By The Main Character Of "Mockingjay" Movie

Author: Lisda Miftahul Aini

Year: 2016

Type: Undergraduate thesis

Source:
https://www.google.com/url?sa=t&source=web&rct=j&url=http://etheses.uin-malang.ac.id/3910/1/12320038.pdf&ved=2ahUKEwjm3d7JnoTgAhUeiXAKHYx0CSgQFjAAegQIBBAB&usg=AOvVaw1U8EK_gvkCHdUmBjHj5eTp

Result: The result shows that there are only six types of woman language used by female lead character. In addition, there are five types of woman language used by male lead character. The lead character did not use three types of woman language they are empty adjectives, hypercorrect grammar and avoiding using strong swear words.

Similarity: Both studies applied woman language features theory by Robin Lakoff as the main theory to answer research problem.

Distinction: Despite the two studies analyzed with the same theory, none of them use common data. In this study speech of Emma Watson is the main data while in the other study they use movie transcript. One more distinction is that in this study the theory is applied to woman meanwhile in the other study they applied it to man as well.

11) Tittle: A Pragmatic Analysis of Emma Watson's *HeforShe*

Author: Tika Destiratri Setiawan

Year: 2015

Type: Undergraduate thesis

Source: https://core.ac.uk/download/pdf/33532467.pdf

Result: This study learned that Emma Watson's speech seen from pragmatic analysis has fulfilled each of the type. The result showed that all acts are seen in the speech. They are declaration, representative, commissive, directive and expressive. Representative is the most frequently used illocutionary act compared to the others. The representative was performed in opening, informing, convincing, insisting, clarifying, protesting, criticizing, guessing and predicting. Informing is the most frequently used among the other types of representative. On the other hand, declaration is seen as the least kind of illocutionary acts. Emma used declaration to inform her authority to speak in the UN General Assembly podium In Addition, all types of arrangement are seen except the division. Division was not used by Emma because she wanted to be straightforward and simple in addressing the issue.

Similarity: Both studies analyses Emma Watson linguistic behavior through her speech in UN for *HeforShe* campaign

Distinction: This study applies rhetoric and woman language theory in analyzing Emma Watson linguistic behavior while in the other they used pragmatic theory to analyze Emma Watson's speech.

12) Tittle: Representations of Feminism and Men Analysis of the campaign *HeforShe*'s launching speech and homepage

Author: Johanna Reponen

Year: 2015

Type: Undergraduate thesis

Source:

https://jyx.jyu.fi/bitstream/handle/123456789/46077/URN%3ANBN%3Afi%3Ajyu-201505262050.pdf?sequence=1&isAllowed=y

Result: All of the representations of feminism in the campaign were made in a positive light. There was a clear separation made between feminism today and its past. Feminism was represented as a movement advocating equality of the sexes, not merely equality for women but for both sexes. The analysis shows how feminist ideology is the one mainly present in the campaign. However, there seems to be also contradicting ideologies in, as the analysis showed, in the homepage and in the name of the campaign. These contradictions could be one reason why the campaign itself has not become very popular, or successful

Similarity: Both studies analyze speech of Emma Watson for UN *HeforShe* campaigjn

Distinction: Despite that both studies use common data the purpose and main problem of both studies are different. In this study we concern on the rhetoric and woman language feature in the speech to analyze linguistic behavior of Emma Watson. However on the other study, they learn and see how is the representation of feminism and gender has changed. The ideology of feminism and gender was contradicting to some others ideologies as the result.

13) Tittle: Assertive Speech Act Analysis on The Speech of Emma Watson's
Author: Difa Afifah

Year: 2018

Type: Undergraduate thesis

Source: http://eprints.ums.ac.id/62289/12/NASKAH%20PUB%20Difa.pdf

Result: the result showed that the dominant linguistic forms are seen in the speech is declarative sentences. The goal of declaring is to give a statement or declaration about one's status that changes the people's perception and degree of respect toward them. This is needed because Emma wanted to show the audience that she deserved to have a speech in the UN General Assembly podium and she had a right to speak about the gender issue. Therefore, in order to give that statement,

Emma made it into a declarative sentence. Also assertive is used illocutionary act which was used by the speaker for 19 times. Assertive consists of 11 illocutionary forces which are addressing, stating, stressing, elaborating, persuading, clarifying, guessing, criticizing, informing, protesting, and argumenting. Regarding the third objective, which is to analyze the reasons why assertive are valuable in Emma Watson's speech, the result is assertive are valuable as the most dominant act because Emma wanted to show her opinion regarding the gender issue

Similarity: Both studies analyzed Emma Watson speech as main data

Distinction: This study use illocution theory to see the purpose and interpretation of Emma Watson speech act usage. On the other hand, our study focuses on Emma Watson as orator and woman.

14) Tittle: Emma Watson, Feminism and YouTube Comments: The Influence of Anonymity on Language Use Online

Author: Michael Buchinger

Year: 2015

Type: E-journal

Source:

https://www.academia.edu/10920781/Emma_Watson_Feminism_and_YouTube_Comments_The_Influence_of_Anonymity_on_Language_Use_Online

Result: this paper showed that users commenting anonymously were more likely to use negative vocabulary than users commenting under their real names, who generally chose relatively neutral or positive terms to express their opinions. Whether people agree with Emma Watson or not, it can be concluded that the actress managed to deliver a polarizing speech, sparking a debate about feminism that is still going on at the moment of writing. The subject of feminism has once again been brought to the mainstream media's attention and even though many of the comments regarding this speech have been hateful and negative, other remarks

have shown that the speech has sparked a positive change in many people's opinions and is continuing doing so.

Similarity: Both studies analyze Emma Watson speech as main data

Distinction: The purpose for each study is different. In this case, the author wanted to figure out why this speech gained so many hate comments as a reaction in the comment section. Looking at negative online-reactions to the speech, it is striking that a lot of these opinions are expressed anonymously, raising the questions why commenters chose to do so: Are users afraid of real-life confrontation, therefore deciding to use norms de plume in order to share their (less popular) opinion? Do pseudonyms give individuals the protection necessary to share how they really feel about a certain subject?

15) Title: Rhetorical Analysis Of Donald Trump's Presidential Candidacy Announcement Speech

Author: Yusri Ika Widyawardani

Year: 2016

Type: Undergraduate thesis

Result: The result showed that Donald Trump included all of the three appeal form in his speech with pathos as the most dominant one and logos as the least one. Donald Trump too tried to make the speech effective by doing things such as using storytelling in some parts of the speech, appropriate tone of voice, body language, pauses, and proper visual aids.

Similarity: Both studies use rhetorical analysis on speech

Distinction: Widyawardani's research use Donald Trump presidential announcement speech as her object meanwhile in this study Emma Watson speech for *HeforShe* campaign is chosen.