

## RHETORICAL FACTORS IN SPEECH COMPOSITION ON NOVICE GRAND FINAL NATIONAL UNIVERSITY DEBATE CHAMPIONSHIP (NUDC) 2020 – 2021

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Received: August 25, 2022    Revised: september 14 , 2022    Accepted: November 11, 2022

### ABSTRACT

*Rhetorical factors in speech composition are an essential element, it makes speech organized and effective. However, the most difficult part of speech in a debate match is the speeches delivered by each other debater can be accepted logically and clearly both from the Jury and audience. The objectives of this research to find out the rhetorical factors in speech composition in building speech of debaters on novice grand final NUDC and the subject of this research are debaters from novice grand final NUDC 2020 – 2021. Rhetorical factors in speech composition consist of 4 components, such as: coherence, unity, emphasis, ethical and inclusive of language. The result shows that the debaters on novice grand final NUDC 2020 – 2021 used all components of rhetorical factors in the speech, they delivered at the debate match. This implies that the rhetorical factor in speech composition is very important in a speech to build strong and believable arguments, especially in developing the style of language in the speech itself, it is suggested that in order to be able to make a good rhetorical in speech, so speech can be more organized and effective.*

**Keywords:** *Rhetorical Factors, Speech, Debate, NUDC*

### INTRODUCTION :

The National University Debate Championship is an activity in terms of debaters between universities or student levels on a national scale, the debaters are carried out using an international language, namely English. The National University Debating Championship is known by the abbreviation NUDC. And the winners of this NUDC competition will be the representative delegates from countries to take part in the world-class debate competition, namely WUDC (Nurchahyo et al., 2021). NUDC is a very prestigious debate competition because NUDC is an annual event that is held to show the best ability and critical thinking to every student throughout Indonesia from Sabang to Merauke in conveying an argument by expressing a meaningful way and of course using English as a

communication tool. Therefore, all debaters in NUDC are obliged to formulate a strategy to win the competition to advance to the world level.

For the debaters, the most difficult part of this debate match is that the speeches delivered by each debater can be accepted logically and clearly both by the jury and the audience, because what determines the match is a strong and weighty speech or argument. to defend statements, to prove every important fact and opinion, so that the statements of the debaters are accepted and the jury is convinced of the motions put forward. and this is also explained by (Ikawati, 2018) In National University Debate Championship (NUDC) Students must understand global information, analyze, make judgments, and convince the public, students are exposed to real-world societal or national issues, in doing so, they should be able to position themselves and persuade the audience that their viewpoint or argument is right and correct, therefore arguments are very important for debaters. because arguments are an important part of a debater in expressing statements and opinions, because argumentation itself is rhetorical that aims to influence the opinions also attitudes of others, so that other people can believe and act according to what the speaker wants. And in a debate, a good speech is needed that is issued by each debater, a speech itself is a sound production created by someone who arranges words and phrases into an organized delivery in which each sound of the word creates unity in the form of a sentence. Speech is a powerful instrument for communicating ideas, thoughts, feelings, and any other type of information from one person to another (Chetty & Alathur, 2018) so the key is that speech is a spoken language that humans use in communicating with others in conveying messages and statements. The same is true for debaters in debate competitions, where the speech is, of course, the key to their win since it reflects how they express their thoughts through direct communication with others, with the goal and purpose of conveying that the motions they make are strong and valid. Therefore, debaters really need to prepare themselves well before jumping into a debate match by studying the rhetorical factors first because rhetorical factors are very helpful and supporters in developing stronger and more effective speech (Steinberg & Freeley, 2009).

To build a logical and connected sentence, a speech must include significant sections and supporting aspects. And rhetorical is one of part that can make speech be more strong and rhetorical it's really needed in it. Rhetoric is described as the art of speaking well, which is employed in the communication process between individuals, (Steinberg & Freeley, 2009) said, a debater's speech have a rhetorical factors in a speech composition consisting of four major components, such as : Coherence, Unity, Emphasis, Ethical and inclusive use of language. Each of these four components have an important supporting part and all of them aim to build a strong and organized speech composition so that it can be accepted logically.

A huge number of research have been published of studies on the rhetorical in speech. this study concentrated mainly on rhetorical structure in speech. Study with title *The Rhetorical Structure of the Lubuklinggau Mayor's Speech in Building Community Trust* (Noermanzah, Wahyuni, et al., 2020) The Mayor of Lubuklinggau's speech revealed a framework that follows the general structure and includes abstracts, orientation, complication, resolutions and codes based on data and facts. The result showed in this study analysis may then be used as speech learning material, assisting students in improving and in analyzing their comprehension of the structure of speech text. Another study, concentrated on argumentative which is focused in writing skill not speaking like debate. The title of study is *Argumentative features of International English Language Testing System (IELTS) essay : a Rhetorical Analysis on Succesful Exam Essay* (Ananda et al., 2018) According to the research, the lead in, thesis statement, and deduction are the most common sections of the main section seen in Academic IELTS essays. The second set of results revealed that Claim, Data, and Warrant are elements of Argumentative in effective IELTS Exam Essays. Simple and powerful argument structures are the two most popular forms of argument structures. In this study measured only the presence of rhetorical features such as lead in, thesis statement, claim, data, warrant, backing, modal qualifier, rebuttal and deduction.

In this more recent times, the research with the title "Rhetorical Schemes in Barack Obama's Winning Speech" for the subject in the study is the speech of Barack Obama which was delivered on November 4, 2008 in Chicago USA

(Widiatmika et al., 2020) in this study using documentation methods and recording techniques where the data of this study were analyzed descriptively qualitatively, The research has the aim of, among others, focusing on identifying the types, functions, and meanings of rhetorical schemes. The finding in this study shows that Obama uses all rhetorical schemes: phonological, morphological and syntactical schemes.

Previous studies which have discussed rhetorical analysis which has focused on Rhetorical structure, Rhetorical features and Rhetorical schemes. But, none of the researchers focused on the Rhetorical factors in speech composition, which is very important for the debater in building good rhetorical for speech because knowing the rhetorical factors will develop the knowledge of the debaters in the composition of the their speech to keep their options to make a stronger rhetorical we also need to know what the factors make up the rhetorical in speech composition. Therefore, this is the rationale for this research ; that is to answer the research question :

1. What are the rhetorical factors in speech composition found on novice grand final national university debate championship (NUDC) 2020 – 2021.

To answer the question, it is very important to find out the building of a rhetorical in speech composition. and also the researchers wants to know more about the rhetorical factors in speech composition used by the debaters in the novice grand final because this is a part of a special elimination team that can be followed by participants who have met the criteria from NUDC so that later this research can provide a clear summary of the rhetorical factors and can be useful for prospective participants in the next debate, This research will have a positive effect for the debaters in order to build a good rhetorical in a speech.

## **METHODS :**

This research used qualitative method, descriptive method is one that describes everything related to the topic, and the data to be investigated is already available or some of the research data is non-experimental because the hypothesis is already known and available. Descriptive research is a study method that aims to characterize and analyze a situation, object, and everything related to variable

according to what exists by Best (Samsu, 2017). This research purposed to find out the rhetorical factors in speech composition in speech by debaters, and the subject of the research are debaters on novice grand final national university debate championship 2020 – 2021.

And the researchers used purposive sampling to select of the subject for this research, for participants as a subject of the research are Novice Grand Final (NUDC) 2020, opening government was from University of Soegijapranata, opening opposition was from University of Lampung, closing government was from University of Udayana, closing opposition was from University of Mulawarman and the second subject of the research is Novice Grand Final (NUDC) 2021, opening government was from University of Bina Nusantara, opening opposition was from Islam University of Indonesia, closing government was from University of Udayana, closing opposition was from University of Warmadewa. Participants from the debate competition (NUDC) as the subject of the research are 16 debaters, because one competition consists of 8 participants, of which there are 4 teams, each consisting of 2 debate participants.

The observation method used in this research, in collecting with the observation method, the human senses will be the main tool in making observations (Sidiq & Choiri, 2019). And the researchers used an observation checklist as an instrument in this research. in which the data obtained made in a checklist table, the observation checklist used in the study is adopted directly from the theory of (Steinberg & Freeley, 2009). So the researchers used a video clip retrieved from the Youtube channel and made a transcript from the video to support this observation activity.

***Table 1 Observation Checklist***

No.	Debaters		Rhetorical Factors in Speech Composition	Note
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		Sentence / Paragraph	Coherence	Unity	Emphasis	Ethical and Inclusive of language	
1.	PM						
2.	LO						
3.	DPM						
4.	DLO						
5.	MG						
6.	MO						
7.	GW						
8.	OW						

*Instrument of research adapted by Austin J.Freeleey and David L.Steinberg (2009)*

**Information :**

PM : Prime Minister

LO : Leader of Opposition

DPM : Deputy Prime Minister

DLO : Deputy Leader of Opposition

MG : Member of Government

MO : Member of Opposition

GW : Government Whip

OW : Opposition Whip

**RESULT :**

## 1. Rhetorical Factors in Speech Composition on Novice Grand Final NUDC 2020

In the script that has been made by the researchers from a video on the youtube channel by debaters on the Novice Grand Final NUDC 2020, the researchers have analyzed the rhetorical factors. there are four Rhetorical building factors found in each debater, which they used spontaneously in short speeches in debate competitions starting from Coherence, Unity, Emphasis, the last one being Ethical and Inclusive of Languages.

The findings are presented in the table below to make it easier for readers to see the findings clearly, as follows:

**Table 2 Rhetorical Factors in Speech Composition on Novice Grand Final  
NUDC 2020**

No.	Debaters	Rhetorical Factors in Speech Composition			
		Coherence	Unity	Emphasis	Ethical and Inclusive of language
1.	PM	✓	✓	✓	✓
2.	LO	✓	✓	✓	✓
3.	DPM	✓	✓	✓	✓
4.	DLO	✓	✓	✓	✓
5.	MG	✓	✓	✓	✓
6.	MAU	✓	✓	✓	✓
7.	GW	✓	✓	✓	✓
8.	OW	✓	✓	✓	✓
TOTAL		8	8	8	8

### a. Coherence

Coherence is one of the forming factors for Rhetorical, the clarity of speech delivered by person, is very dependent on coherence, both in order the material correctly or combining the right transitions so that it becomes a single unit called coherence. The following is the data on the use of coherence obtained by the researchers.

*“firstly several points of rebuttal for example the crossing government team explained to you that the decision making should be based on matter and capability”.*

As can be seen from the example above of coherence that one of rhetorical factors in speech composition, use of transitions in introducing the first idea, namely "firstly " with the intention of starting a brief estimate of the next argument for refutation.

#### **b. Unity**

Unity is one of the rhetorical constructs in a speech because in a speech we need a clear and specific purpose in conveying a statement, so that what we convey remains in one unity or more clearly is one main idea in one paragraph, here the used of unity by debaters on Novice Grand Final NUDC 2020 :

*“That young generation is the guardian of this nation to protect better journey and this is part of their investment because the one who will hold the power the one who will feel any kind of suffering and policy right now is that young generation in the future “*

The sentence above is a speech from the debater in which he uses unity of purpose in delivering his statement, meaning that in the sentence above the debater only conveys one specific purpose to prove his statement which the main idea is "young generation".

#### **d. Emphasis**

Emphasis makes it easier for the audience to grasp and retain the ideas, statement and an opinion that need to argue, This is why emphasis is needed in a speech because speaking directly needs seriousness so that the points conveyed can be clearly received, for the use of emphasis on debaters in the novice grand final is presented below :



*“We believe with this narrative, we do believe that it will disintense this incentivize what the older worlds like for example our mandrake is example just just because they do not something right” .*

As can be seen the emphasis used above is a form of emphasis achieved through repetition, this can be seen from the way the debaters emphasize, as evidenced by the word "We believe" which is repeated more than once, this also aims to convince listeners that the statements conveyed must be believed. . Because the debaters are really trying to make sure her opinion is right.

#### **e. Ethical and Inclusive of language**

This is one of rhetorical factors in speech composition because language has power in the delivery of speech, there is no element of racism, insult or even high emotional abuse, and it can be concluded that the fourth part of this rhetorical factor in speech composition is the speaker uses polite and insensitive reference words that do not damage the hearts or feelings of others. for the use of Ethical and Inclusive of language listed below :

*“Because we think all these three things doesn't contingent to whether or not, you are old or you are young, it is contingent to whether or not”*

As can be seen in above, the speaker clearly has a very tolerant nature which does not distinguish the old or young generation, but debater said that it depends on the action. And the researchers can conclude that the expressions of the debaters do not contain elements of offending each other.

## **2. Rhetorical Factors in Speech Composition on Novice Grand Final NUDC 2021**

whereas in speech on novice grand final NUDC 2021, the researchers find out all of debaters used four of rhetorical factors in speech composition, the table shows the result of rhetorical factors using by debaters.

**Table 3 Rhetorical Factors in Speech Composition on Novice Grand Final**

**NUDC 2021**

No.	Debaters	Rhetorical Factors in Speech Composition			
		Coherence	Unity	Emphasis	Ethical and Inclusive of language
1.	PM	✓	✓	✓	✓
2.	LO	✓	✓	✓	✓
3.	DPM	✓	✓	✓	✓
4.	DLO	✓	✓	✓	✓
5.	MG	✓	✓	✓	✓
6.	MO	✓	✓	✓	✓
7.	GW	✓	✓	✓	✓
8.	OW	✓	✓	✓	✓
TOTAL		8	8	8	8

#### **a. Coherence**

*“Why cooperation is not enough for all of this activist environment to actually sound their voices and do their actions you know, for example like cleaning the beach and etc”.*

As can be seen from example above, the debater use transitions when explaining points in the debate, namely the word "for example" to mention an example of the statement delivered, and also the pronoun "their" to indicate the voices and actions of the activist environment.

#### **b. Unity**

*“The goals of the indonesian informative activities is to create a better environment right we want for these people to start to care more in fact environment to be better and everything is becoming more environmental friendlier”.*

As can be seen from example above the debater on novice grand final 2021 She used unity of purpose, because she explained regularly the purpose of her speech at the opening of speech, which started with directly conveying the goals

“the goals” and continued with two objectives that still relate to the idea of motion debate”.

### **c. Emphasis**

*“Because we see that a lot of schools they have trust and so and so forth so we said that we can create more awareness by creating a more stricter and more better curriculum and teaching about children awareness of environment”.*

As been seen from an example above, the debaters state an emphasis in the form of headlining in which the debaters focus directly on the points they want to improve in the motion by convincing the audience that they can make things better by setting an example of what they would do.

### **d. Ethical and Inclusive of Language**

*“So we say that we can only we can uh hundle things nationally better we can also get help for international work better and so we can tackle the problem of conduction better by being administered”.*

As can be seen from the sentence above that the words she conveyed were words of mutual respect because the statement she conveyed did not offend other alliances, the meaning of that she invites changes for the better without referring to corporations.

## **DISCUSSION :**

The objective of this research is to find out the rhetorical factors in speech composition in building speech of debaters on the Novice Grand Final NUDC 2020 - 2021. And the result show In this research, it was found that all debaters in the 2020-2021 NUDC Grand Final Novice used 4 components of rhetorical factors in speech composition, such as : Coherence, Unity, Emphasis, Ethical and Inclusive of language in their speech.

This research aims to focus on finding the use of rhetorical factors in speech composition in the novice grand final of NUDC 2020 – 2021, because NUDC is a very prestigious debate competetion and an annual event that is held to show the

best ability and critical thinking throughout Indonesia from Sabang to Marauke in conveying an argument and using English as a communication tool, so do not be surprised if the speech they convey contains components that form rhetorical factors, because the debaters who had gone through various stages of selection in order to compete directly in the national arena .

This study focuses on finding the use of rhetorical factors in speech composition which consists of four components, namely Coherence, Unity, Emphasis, Ethical and inclusive of language. Because in speech, rhetorical is needed to make speech more structured and effective. This finding is in line with the study (Noermezah 2020) in rhetorical speaking is needed to achieve effective conversation in communication especially in speech. And the factors that form rhetorical are coherence making ideas logically connect work with each other to form a whole and it is indicated as the author's opinion the ability to communicate coherence is very important because speakers who do not understand coherence are considered unfocused and unclear (Hoffman et al., 2018), secondly unity means there is only one main idea in one paragraph and it is indicated in speech we should have one clear and specific, therefore effective speech has unity (Steinberg & Freeley, 2009), thirdly emphasis is directly related to the expression and emotion of a person in the delivery of speech (Arhire, 2019), and the last ethical and inclusive of language is important in speech, it indicated ethical and inclusive of language are power in speech because in speech it is important to use language that does not offend, polite language, not racist, respects each other (Steinberg & Freeley, 2009).

In the end, the researchers concluded that the use of rhetorical is very important in speech to build strong and believable arguments, especially in developing the style of language in speech itself, this proves that the speech they delivered had strong, was well organized, good and effective because it has rhetorical in it, this based on the opinion of Austin J. Freeley and David L. Steinberg (2009) having a rhetorical factors in speech composition not only makes a well written of speech but also makes the speech stronger and this is strengthened by

(Noermanzah, Wahyuni Selb, et al., 2020) in speaking, rhetorical is needed to achieve effective conversation in communication, especially in speech. therefore this research is very important because this research shows the forming factors of good rhetorical in speech. And the results of this research are useful for analyzing or evaluating the quality or determining the quality of speech itself by knowing the rhetorical factors in speech composition can be used to build the quality of one's speech.

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***How to Cite (APA style):***

Alfiani, S., Ananda, R.P., Maryansyah, Y. & Safitri, W. (2022,November). Rhetorical Factors In Speech Composition on Novice Grand Final National University Debate Championship (Nude) 2020 – 2021. *Exposure: Jurnal Pendidikan Bahasa Inggris*, 11(2), 237-250. <https://journal.unismuh.ac.id/index.php/exposure/article/view/8644>