APPLICATION OF RHETORICAL STYLES AS A DETERMINANT OF THE EFFECTIVENESS OF ORAL COMMUNICATION IN PUBLIC LECTURES

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Abstract

One of the branches of knowledge that has focused on the verbal activities and speaking is rhetoric. This study aims to explore the strength of rhetoric in public lectures. This qualitative study uses four texts of distinguish lectures as the corpus of the study. Data were analyzed using models presented by Corbett (1999) using the theory of Aristotle's Rhetoric. This study uses content analysis method in analyzing data. Spontaneous speech texts were analyzed based on 19 features of the Schema Model and 17 features of the Trope Model. The study has demonstrated that the repetition scheme is more dominating than other rhetorical styles. The findings also indicate that the uses of various rhetorical styles have contributed greatly in the making of a powerful speech. In addition, the study shows that the rhetorical styles found in lectures or talks is a skill that can be trained and taught, in determining the integrity of the speakers in helping to shape the character of the nation. The application of rhetorical styles in speeches also helps change the public's ways of thinking and actions. The diversity in rhetorical styles shows that rhetorical skills can help improve communication skills and further, face the challenges of the 21st century. Data clearly shows that rhetorical styles is an effective tool in delivering messages to the public, and it is a skill that must be acquired by all public speakers such as politicians, religious officers, social workers and others involved in communications with the public.

PENGAPLIKASIAN RETORIK GAYA SEBAGAI PENENTU KEBERKESANAN KOMUNIKASI LISAN DALAM CERAMAH UMUM

Abstrak

Salah satu cabang ilmu pengetahuan yang memusatkan perhatian kepada aktiviti lisan dan kegiatan bertutur ialah retorik. Kajian ini bertujuan untuk meninjau kekuatan retorik gaya dalam ceramah. Kajian kualitatif ini menggunakan empat buah teks ceramah tokoh terkenal sebagai korpus kajian. Data dianalisis menggunakan model Skema dan Trope yang dikemukakan oleh Corbett (1999) dalam Teori Retorik Aristotle. Kajian ini menggunakan kaedah analisis kandungan. Data teks ceramah spontan ditransliterasikan dan dianalisis berdasarkan 19 ciri retorik gaya skema dan 17 ciri retorik gaya trope. Dapatan kajian menunjukkan bahawa retorik skema gaya pengulangan lebih mendominasi penggunaan berbanding retorik skema gaya seimbang, hiperbaton, dan pengguguran. Dalam retorik gaya trope pula, gaya motonimi dan gaya hiperbola lebih mendominasi berbanding yang lain. Dapatan juga menunjukkan penggunaan retorik gaya yang pelbagai turut memberi sumbangan besar dalam menjayakan sesebuah ucapan. Selain itu, didapati retorik dalam ceramah merupakan satu kemahiran yang boleh dilatih dan diajar dalam menentukan kewibawaan pengucap dalam membentuk karakter bangsa. Kehebatan retorik gaya dalam ceramah turut membantu mengubah fikiran dan tindakan khalayak. Kepelbagaian retorik gaya yang dihasilkan menunjukkan bahawa retorik gaya mampu membantu meningkatkan kemahiran berkomunikasi selaras dengan cabaran alaf ke-21. Hal ini membuktikan retorik gaya merupakan alat untuk menyampaikan mesej berkualiti sekali gus membentuk karakter bangsa yang berketrampilan dalam pelbagai bidang seperti politik, agama, sosial dan ekonomi.

Kata kunci: Analisis kandungan, kemahiran berkomunikasi, Model Skema, Model Trope, retorik.

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INTRODUCTION

The study of rhetorics had started since the orthodox Greek era, and often in close association with verbal activities. Famous orators have divided public speech into five segments. These segments are content preparation, content arrangement, language style, thoughts and delivery techniques. In this study, the language style is chosen as our focal aspect. This rhetorical style stresses on how language style as a communication tool can be benefited to influence the mass, in terms of changing the principles and beliefs, attitude, as well as their behaviour (Rajab Ritonga 2014). The success of a public speaker to leave an impact on the listeners, or move the listeners to act following his orders depends on his rhetorical style (Igusti Ngurah Oka 1976). Content and language in a deliverance are inextricably linked with rhetorical style.

Following this, the rhetorical style is seen as an art that dominates and controls the minds of the crowd inorder to influence them. Therefore, it is vital for a speaker to ensure that ideas generated by his or her mind are conveyed with the best style, at the same time able to alter the belief, attitude, assumptions as well as opinions of the public (Zulkifley Hamid 2015). Such capabilities of the rhetorical style are in line with the country's intention which seeks to shape one's character or personality to become better, more courteous, and harmonious with the nation's culture and civilisation.

LITERATURE REVIEW

A great number of researchers have given emphasis on the importance of public speaking. Before the turn of the century, a lot of Greek and Roman philosophers and graduates had studied about public speaking and attempted to formulate effective theories to elaborate on the phenomenon of rhetoric. As an effect, rhetoric studies have gained a wide coverage. Rhetoric is important, as people tend to be more easily influenced by speakers when they use stylistic language elements, that are pleasant and enjoyable to hear.

As stated by Abdullah & Ainon (2003), although our speech content is accurate and contains facts that are precise, people will not be influenced and convinced if our language style is not interesting enough to hear. Rahmat (2000) also relates style with knowledge, as he believes that only a high level of style is able to convey the knowledge effectively. An educated person who has a profound knowledge in one particular field will be deemed failed to transfer the knowledge he possesses to the target mass if his style of delivery is ineffective.

For Awang Sariyan (2006), he does not deny the fact that there are individuals who have the abilities or natural talents but in actuality, a skill can be learned. Rahmat (2000) points out that speaking skill is a skill that can be learned. History also demonstrates in evidence that world great leaders who are good at giving talks and have the capacity to influence his crowd, have not originated

from families who are good speakers. On the other hand, the skill to give a speech can be inculcated and brushed up through a learning process, exposure or simply through practising the lessons or guidance accepted from those who are already trained.

For Greek and Roman scholars, the art of public speaking has become an essential expertise for politicans and speakers alike. Based on the history of rhetoric in the middle era, the art of deliberate speech had been used by speakers and manuscripts writers, whereas in the modern era, this speech art has concentrated more on the aspect of political gatherings to seek votes from the mass, for choosing the country's ruling government (Rajab Ritonga 2014). In relation to this, it is only plausible that this study adopts political and religious speeches as the study corpus by giving focus on the deliberative rhetoric. In addition, Dori Wuwur Hendrikus (1991) contends that the key factor that facilitates a great deal of a politician's success, is his or her capability to master the knowledge of the rhetoric in his or her talks or speeches. According to Aristotle (2004), the art of political speech normally concerns with the future, which is the things that need to be done and should not be done. On this note, speakers not only relay knowledge or information, but also more importantly, they are able to change the minds and the perceptions of the public.

Good speakers will be regarded highly and will even generate a sense of loyalty among a group of followers towards them (Wan Mohd. Mahyiddin 1978). For instance, the crowd who listens to a religious talk anticipates knowledge and understanding on various religious issues. They, therefore, need a speaker who is good at grabbing their interests. With this in mind, religious speakers who adopt this approach require some skills in the rhetorical field, especially rhetorical style. The same would apply to political speeches or talks. According to Ahmad Zahid (2004), to become a good politican, one should have the capability to produce effective talks or speeches. Among the aspects that are stressed to ensure the effectiveness of a talk include the element of language style used.

Conclusively, rhetoric involves one's skills to propose his or her ideas, opinions or visions in a talk or speech (Awang Sariyan 2006). In the political arena, the art of communicating is very much pivotal especially during election campaigns. This is so, as rhetorical style serves as a tool that connects political thinking in the community with the ruling politicans (Rajab Ritonga 2014). As it is for the religious talks, they seek to gain knowledge and understanding on the religious issues raised. The crowd is in need of speakers who are knowledgeable and effective. The capability of speakers to give their talks with rhetorical style will mirror their credibility as speakers, and their ability to shape the nation's character. Therefore, this study is of importance to examine the extent to which rhetorical style is able to contribute in effective speeches, simultaneously has the role as a tool in developing the character of the nation.

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RHETORIC THEORY

The first scholar who had introduced rhetorics as a branch of knowledge was Aristotle, which went around the period of 384-322SM. He had written three volumes of books entitled *De Arte Rhetorica*. Aristotle had outlined the ethics, methodology, purpose, and scope of the study of rhetorical knowledge. Aristotle had introduced 'the five canons of Rhetoric', which were also known as the five laws of rhetoric, which were categorised in the rhetoric faculties. These five faculties are known as invention (*invention),* disposition *(dispositio),* elocution *(elocutio),* memory *(memoria)* and pronunciation/deliverance (*pronuntia)*. However, the focus of this study will be placed on the aspect of the style or *elocutio*. Corbett also emphasised that the element of language style is very important in producing effective sentences. According to Corbett (1999), Greek orators emphasized style as part of rhetoric in which we put forward the thought, collected by invention and put them into words for speaking out in delivery. Style is the way to create something rhetorical.

STYLE *(ELOCUTIO)*

This style faculty is better known as *elocutio* in the rhetoric discipline. The style faculty prioritises the choice of words and language use that is accurate, true, clear and beautiful (Dixon 1991). This style is used to comply with the contexts of speech and the audience. This is found in the scheme and trope models introduced by Corbett (1999).

Although this faculty is less prioritised, in general, rhetoric experts have admitted the importance of effective delivery in the coaxing process. In reality, although speech texts prepared are interesting, concise and well-arranged, but monotonous deliverance wil definitely affect the effectiveness of a speech. In tandem with the view of Rahmat (2000) that asserts, the suitable language use will influence the listeners through the effectiveness of a speech. This effectiveness will leave an impact on the listeners. Therefore, he proposes that among the language style that can assist a public speech is through the use of similes or proverbs, simple and accurate language, as well as language that is not offensive to the listeners.

When discussing about language style, Rahman Shaari (1993), has dismissed the assumption that suggests that literary works especially the ones involving language style cannot be examined from the linguistic standpoint. He even opines that the knowledge of language style is a field that complements grammar. Following Awang Sariyan (2006), language style refers to the capability and ingenuity of the speaker in selecting and using suitable words, terms, sayings, and sentences to deliver thoughts, ideas or visions. He strongly believes that the choice of words normally gives consideration over the speech accuracy, shortness, clarity and effectiveness.

Language in Greek is *lexi*s whereas in Latin it is called *elocutio*. Following

Corbett (1999), *elocutio* is verbal while lexis provides three sources of meanings namely thoughts, words and utterances. Dori Wuwur Hendrikus (1991) defines *elocutio* as the speech proficiency and is in the opinion that skills in the *elocutio* faculty becomes the prerequisite in the ability to give a speech. Aristotle (2004) sees language style or *elocution* as the choice of words or diction. In the Classical Rhetoric, Aristotle assumes that word choice is actually a noble effort. According to Gorys Keraf (2000), style serves as a way to describe thoughts through language that depicts the personality of the speaker. Based on the above mentioned definitions, it clearly shows that the rhetoric discipline has a very close relationship with *elocutio* or style. The importance is even demanded in the art of communication (Dori Wuwur Hendrikus 1991). I Gusti Ngurah (1976) also stresses this, to benefit from language in speaking activities, including the selection of language style. With this, this effort is seen to be able to unravel the aesthetic treasure of rhetorical style found in a speech text that is delivered. This study has the purpose of exposing the strength of rhetorical style as a value hidden behind stylistic words that are able to alter the perception and behaviour of the listeners, and further serves as a tool to develop the character of the nation.

The researcher that concentrates in the aspect of art of speaking like Abdullah and Ainon have made the effort to examine one's capability to deliver a speech that is able to influence others around him or her. According to Abdullah & Ainon (2003) there are three strategies that can be employed to influence people namely the person who does the speaking, the existence of issue or content and the existence of language style that we use to explain the issue at hand or the content that is to be conveyed. He also recommends that for one to be able to make a speech, he or she should learn how to make use of polite language. He encourages these would-be speakers to learn a few proverbs, idioms, and learn how to build sentences using *'umpama, bagai, ibarat, macam* and *ba*k'.

Researcher of political speeches, Ahmad Zahid (2004) in his book, *Pidato Politik Menjana Kredibiliti Mendepani Khalayak* has stated that speech and politics are inseparable. In his study, he emphasised on the aspects of ethos, pathos and logos of rhetorics. According to him, public speakers need to project to the mass that they have a broad knowledge, they have the calibre and high credibility (ethos), and their speeches need to be able to touch the hearts, feelings, emotions and the hopes of the mass (pathos). Speakers also have to be able to convince the mass through their putting forth proof that they have concrete facts (logos). In public speeches, another strategy is to use metaphors, and "Metaphors are used to amplify meaning in one's speech" (Dil Foz Jan Sayed Halem Shah et. al. 2014).

In summary, on the basis of strengths and weaknesses of previous studies, researchers have the view that the Aristotle Rhetorical Theory should be made the platform for rhetorical style studies in selected speech texts.

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OBJECTIVES OF THE STUDY

This study on rhetorical style is substantial for one to see the power that the language has, and the role played by rhetorical style so much so that it is able to place language as a very important device in influencing the mass and further build the character of the nation. In relation to this, this study has the aim of identifying the rhetorical style patterns that have become prominent in talks used in this study. The objectives of this study are to:

    i.   Identify the scheme of rhetorical style patterns in this study's talks,

    ii.   Identify the trope rhetorical style patterns in this study's talks.

METHODOLOGY

Researchers adopt the content analysis method to obtain the picture of rhetorical style in talks. This content analysis is used, appropriate with the functions to inform about the existing condition prevalent in a society or message contained in books, magazines, texts and similar mediums. Scholars in the fields of linguistics, cognitive science, psychology, social sciences, history and arts often use content analysis in their studies.

This content analysis method involves the transliteration of text from the recording of talks by four speakers. Four speech texts that have been transliterated consist of two political speech texts and two religious speech texts. For the political speech, the speech recording of Tun Abdullah Ahmad Badawi which is referred as Talk A and Dato' Seri Abdul Hadi Awang which is referred as Talk B are used. For the religious speech, the recording of speeches by two renowned independent speakers namely Dato' Siti Nor Bahyiah Mahmood which is referred as Talk C and Ustaz Ahmad Sukri Yusof which is referred as Talk D have been used. Texts were analysed using the Scheme and Trope models. There are nineteen characteristics in the Schema Rhetorical Style and seventeen characteristics in the Trope Rhetorical Style. The former outlines nineteen characteristics of rhetorical style with reference to the diversion form or word arrangements from the common ones.

FINDINGS OF THE STUDY

In this following part, findings of the study will be presented based on two styles of rhetoric, namely rhetoric of schema style and rhetoric of trope style, and we will begin with rhetoric of schema style. Data of the study are presented in tabulated form.

Rhetoric of Schema Style

Rhetoric of schema style is analysed based on four sections which are balanced schema, hyperbaton schema, releasing schema and repeating schema. Balanced schema comprises of antithesis, isocolon and parallelism.

Rhetoric of Balanced Schema Style

Table 1 Distribution of Rhetoric of Balanced Schema Style

BALANCED SCHEMA	A	B	C	D	Total
1.Antithesis	11	9	17	26	63
2.Isocolon	10	9	9	29	57
3. Parallelism	30	13	30	58	131
Total	**51**	**31**	**56**	**113**	**251**

Table 1 shows rhetoric of balanced schema style that was used in Talk A, B, C and D. Rhetoric of balanced schema style of parallelism was used the most with 131 times, followed by antithesis 63 times and isocolon 57 times. Based on talks, Talk D used the most balanced schema style with 113 times followed by Talk C 56, then Talk A 51 times and the least using balanced schema was Talk B 31 times. This means rhetoric of balanced schema style is widely used to play a role for talk effectiveness.

Rhetoric of Hyperbaton Schema Style
Hyperbaton Schema consists of anastrophe, apposition and parenthesis styles.

Table 2 Distribution of Hyperbaton Schema

HYPERBATON SCHEMA	A	B	C	D	Total
Anastrophe	13	6	2	3	24
Apposition	12	6	2	16	36
Parenthesis	3	-	-	-	3
Total	**28**	**12**	**4**	**19**	**63**

The above Table shows that hyperbaton style of apposition was used the most in overall talks with 36 times followed by anastrophe style 24 times and the least parenthesis style 3 times. These findings imply that rhetoric of hyperbaton schema style of apposition is preferred more compared to anastrophe and parenthesis styles. These findings also mean that hyperbaton schema style plays a role well in words selection during delivering talks. Probably, apposition style that functions to describe first element in second element, helps to elucidate the meaning of the delivered matters.

Rhetoric of Releasing Schema Style
Releasing schema comprises of asindeton and ellipsis styles.

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Table 3 Distribution of Rhetoric of Releasing Schema Style

RELEASING SCHEMA	A	B	C	D	Total
Asindeton	18	12	17	33	80
Ellipsis	26	23	10	17	76
Total	**44**	**35**	**27**	**50**	**156**

The above Table shows that in releasing schema, asyndeton style was used the most with 80 times and ellipsis style 76 times. Based on talks, Talk D used the most releasing schema with 50 times followed by Talk A 44 times, Talk B 35 times and the least Talk C with only 27 times. This statistic indicates, there is not much difference of usage between releasing schema styles of asyndeton and ellipsis. The findings show that almost all talks use this releasing schema in their presentation. This could be due to the fact that these talks are spontaneous speeches thus speakers have so many things to be said within limited time. Moreover, the use of releasing schema style that releases conjunctions or word or several words does not affect comprehension of audience, instead it emits good intonation. These findings reveal that rhetoric of releasing schema style is widely used in talks of the study for ensuring effective presentation.

Rhetoric of Repeating Schema Style
Repeating schema comprises of polisindeton, alliteration, anadiplosis, anaphor, anti metabole, assonance, epanalepsis, epistrop, chiasmus, climax and poliptoton.

Table 4   Distribution of Repeating Schema

REPEATING SCHEMA	A	B	C	D	Total
9. Polisindeton	15	21	15	6	57
10. Alliteration	17	9	9	27	62
11. Anadiplosis	13	6	16	27	62
12. Anaphor	34	12	54	50	150
13. Antimetabole	-	2	-	1	3
14. Assonance	14	12	29	28	83
15. Epanalepsis	-	-	5	2	7
16. Epistrop	9	2	15	26	52
17. Chiasmus	2	1	-	1	4
18. Climax	6	6	11	4	27
19. Poliptoton	5	8	9	14	36
Total	**115**	**79**	**163**	**186**	**543**

The above Table shows that use of repeating schema style of anaphor is the highest in the selected talks with 150 times, followed by the second, repeating schema style of assonance 83 times, the third is alliteration and anadiplosis styles, each 62 times. Repeating Schema Style that is the least in use is anti-metabole style with only 3 times. Based on the talks, Talk D used the most repeating schema style with 186 times, second is Talk C with 163 times, third Talk A 115 times and the least is Talk B 79 times. These findings imply that rhetoric of repeating schema style of anaphor is the most dominant in talks of the study. This is because of repeating style of anaphor gives at least twice emphasizing effect to the main issue brought up.

Rhetoric of Trope Style

According to Corbett (199), Trope style involves "*a deviation from the ordinary and principal significant of a word*" or shift in terms of word application. Trope is actually from Greek word tropein which means to turn away. Corbett saw Trope as diversion from ordinary and basic meaning of certain words that divert from its usual application. Trope style consists of anthimeria, hyperbole, irony, litotes, metaphor, metonymy, oxymoron, onomatopoeia, paradox, paraphrases, antanaclasis, and personification.

Table 5   Distribution of Rhetoric of Trope Style

TROPE	A	B	C	D	Total
1. Anthimeria	7	6	11	9	31
2. Hyperbole	18	8	31	9	66
3. Irony	7	20	2	-	29
4. Litotes	6	4	1	3	14
5. Metaphor	3	5	4	-	12
6. Metonymy	10	18	28	13	69
7. Oxymoron	6	4	11	5	26
8. Onomatopoeia	-	-	1	-	1
9. Paradox	1	1	3	4	9
10. Paraphrases	1	2	10	-	13
11. Antanaclasis	-	3	-	-	3
12. Personification	-	4	4	1	9
13. Paranomasis	-	-	1	1	2
14. Silepsis	-	-	-	1	1
15. Simile	7	4	4	8	23
16. Sinecdote	-	-	2	2	4
17. Rhetoric Question	12	9	5	5	31

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The above Table indicates that the mostly used trope style was metonymy style with 69 times, followed by hyperbole in second place with 66 times, third anthimeria style and rhetoric question each 31 times. Other than that, the findings show that the speakers were very smart in choosing words in their talks which are 'bombastic' and with aesthetic values that play a role in developing character of the nation. This proves that rhetoric of trope style contains aesthetic values that contribute in quality and effective presentation.

DISCUSSION

The findings and discussion of this study are analysed based on the goals of the study to determine pattern of rhetorical style in talks of the study, contribution of rhetorical style towards rhetoric supremacy and roles of rhetorical style in developing characters of the nations.

Balanced Schema

In the findings of the study, Rhetoric of Balanced Schema Style plays a role in ensuring effectiveness of speech. Apart from that, the findings also show that rhetoric of balanced schema style of parallelism is used the most followed by antithesis and isocolon styles. This means parallelism style is used the most by speakers. This supports the opinion by Rahman (1993) who said parallelism is widely used in order to create effect of exquisiteness in addition to emphasizing the meaning. This shows that balanced schema style also plays a role in delivering effective message. Other than that, the findings also prove that rhetoric of balanced schema style is used more in religious talks compared to political talks.

Hyperbaton Schema

In the study, rhetoric of Hyperbaton Schema Style also plays a role in facilitating for powerful speech. The findings also show that rhetoric of apposition style is widely used then followed by anastrophe and parenthesis styles. Even though anastrophe and parenthesis are seldom used, these styles are relevantly very effective in facilitating the speakers to present effective talks. Anastrophe of hyperbaton schema is capable of smoothening stylish sentences apart from firming the audience's comprehension.

Releasing Schema

The findings of the study show that releasing schema of asyndeton style is used the most and followed by ellipsis style. Frequent use of this rhetoric of releasing schema style by all speakers demonstrates the speakers' adeptness in composing sentences. The release of conjunction, subject or predicate does not at all affect audience's comprehension but instead expose the speakers' ingenuity in public talk. Obviously, releasing schema also plays a role in delivering quality and effective message.

Repeating Schema

Rhetoric of repeating schema style seems to be a very popular style. The eleven specifications of this rhetoric of repeating schema style prove that this rhetoric schema is unique and influencing. Although repeating style of anaphor is the most dominant, yet other repeating styles do give variation in presentation. This matter is mentioned by Dori Wuwur Hendrikus (1991), that there must be interesting issues and repeating in any presentation because repeating strengthen the points and ensure understanding of audience, apart from giving fresh tone and intonation. Rahman (1993) again clarified that the role of this widely used rhetoric of repeating schema style is to create effect of exquisiteness and to emphasize the meaning. Also, the fact shows that the use of repeating style of assonance and alliteration are the second and third highest. Thus, these findings deny the claim that says alliteration and assonance styles are only found in poetry and not in prose. The findings of this study also support the idea by Chuah Ju Nah (1999) that persuading or attracting requires extraordinary and stylish language. Some of dominant styles in his study were alliteration, assonance, anadiplosis, parallelism, and apposition. Similar things are also found in this study. This clearly proves that rhetoric of repeating style plays important roles in talks effectiveness. Based on the above findings, repeating style is used frequently and almost all the four talks of the study utilize this repeating style brilliantly. This is also related to Rahman's opinion (1993) that repeating style is widely used for the purpose of creating effect of exquisiteness for emphasizing the meaning.

Rhetoric of Trope Style

The findings that show the role of trope rhetorical style in the above talks support the idea of I Gusti Ngurah Oka (1976) who once listed down some of the styles that attract audience's attention such as metaphor, personification, metonymy, hyperbole, repeating and several others. Jalaluddin (1992) also proved that rhetoric of style such as metaphor and personification may give strength in speech. He concluded that speaker should be able to choose words which are clear, precise and interesting.

CONCLUSION AND SUGGESTION

It may be concluded from the results of the discussion of this study that styles of rhetoric play important roles in the effectiveness of a talk. Rhetoric of repeating schema style is used much more widely followed by balanced schema style, releasing schema and hyperbaton schema. Besides, rhetoric of trope style also helps in talks of the study. It does not really matter whether the usage pattern of this rhetorical style is very maximun or minimum, as long as it helps to clarify meanings and messages.

As a conclusion, patterns of schema and trope rhetorical style as presented in the findings prove that roles and contributions of rhetorical style are very important and need to be focused in education at school level as well as higher

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learning institutions. This is in line with the idea of I Gusti Ngurah Oka (1976) that mentioned about the importance of language style in conversation activity. According to her, field of rhetoric does realize that style of language plays an important role in conversation. She believed that style of language is like aroma of food that brings appetite. Mastery in this field of rhetorical style may be considered as seasoning in a presentation.

This study also implies that education of rhetorical style is very important, and should be applied by students, as well as all individuals who are involved in public speaking. This is because rhetorical style creates energetic, creative and aesthetics articulation. Therefore, schools or any educational institutions need to stress on rhetoric issues and rhetorical style so as to be the tools for establishing character of the nation. Only good, attractive and pleasing sentences could change mindset or bring others towards goodness in life. With these constructive changes may a nation be developed in accordance to government effort in facing challenges of the 21st Century.

Certainly, rhetorical styles do contribute towards the effectiveness of a talk or speech. This is vital as talks are the medium for leaders or distinguished personalities to communicate opinions, intentions and even mission and vision of a country. Due to that, rhetorical style needs to be learned, and applied when giving speech. The power of rhetoric may develop character of nations as skilled and civilized, success and stable. Therefore, education in rhetorical style towards bringing forward the artistic of conversation should be introduced in schools and higher learning institutions. Ingenuity in rhetorical style does not only benefit the speaker in the aspect of skill, but also in the larger social, economy and political environment. Such action will help us to prevent deteriorating of conversation aesthetics, the legacy from our ancestors. In our excitement to cope with challenges of communication skill in the 21st century, aesthetics values in rhetorical style should indeed be continuously elevated.

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