



RHETORICAL MOVES ON THE BBC NEWS ABOUT THE UNITED STATES OF AMERICAN PRESIDENT, JOSEPH BIDEN, IN ANNOUNCING OF OIL BANNING OVER UKRAINE

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Keywords	Abstract
Rhetorical Moves, Negative Effects, Register	The objective of this study is to find out the functions of rhetocial moves and to find out the negative effects of rhetorical moves by Josep Biden. This research used the qualitative design. The data source of this research is the script that will be taken from Youtube channel. The channel contains news about the United States of American President, Joseph Biden, in announcing of oil banning over Ukraine conflict. The research shows that there are three distinct registers, namely the "formal," "consultative," and "casual" registers. The formal register predominates by a factor of 19% over any other. The objective of this formal register is to facilitate communication. Many individuals continue to be ill-equipped with register skills. They are unsure of how to properly construct sentences. They are hesitant to use such language. However, the register experiment will teach us how to use register effectively.

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INTRODUCTION

A rhetorical motion is an effective and persuasive use of language. It is a speech talent that utilizes numerous methods to persuade and influence an audience. Suryani, et al (2014:

30) more modern meaning of rhetorical relates to abilities on recognizing the audience roles in shaping communication, identifying and responding to the audience in a writing environment. Therefore, rhetorical motion serves as a weapon for authors, enabling them to persuade their audiences of their points of view. Moreover, the rhetorical maneuver demonstrates the author's capacity to analyze words in the language and his or her rhetorical aim to achieve the goals of the terms indicated via the use of such words.

John M. Swales (2018) created the study of movement analysis to functionally define a portion or chunk of Research Articles. This strategy, which aims to divide a document into discrete sections, arose from the educational goals of facilitating the teaching of academic writing and reading to non-native English speakers. The term "move" refers to a textual element that has a communication purpose or seeks to achieve a predetermined objective. (Swales, 2018). Holmes (2011: 322) Adds that motion is the accomplishment of a certain overall communication aim using a range of language tactics, while Brett (2014) defines move as a communicative category. Moreover, students learn how to obtain, choose, and analyze information from various sources, as well as how to construct ideas (Anderson and Poole, 2013:4). In other words, academic writing is likely the most significant language skill for English tertiary students, whose marks depend heavily on their success in written assignments, academic reports, term exams, and graduation theses (Nga, 2014: 112). However, many individuals struggle with rhetocial motions. Many individuals are unaware of the benefits of employing rhetorical movements. It arises due to rhetorical maneuvers. The author concludes, based on the preceding description, that there are several difficulties. Therefore, the author believes that researching "Rhetorical Moves on The BBC News about the United States of American President, Joseph Biden, in Announcing of Oil Banning over Ukraine Conflict" is very interesting.

The following will be recognized as the research's problems: many people feel difficult in using of rhetocial moves. Many people do not know the benefits of using rhetorical moves. Based on the identification of problems stated above, the researchers will focus on the rhetorical moves by Josep Biden. Based on Merriam Webster rhetoric is the art of speaking or writing effectively. King (2010) rhetoric is persuasive art in the language which is useful to build understanding in implicit meaning. Meanwhile, James (1994) states that rhetoric is a relatively unique term in that it functions simultaneously as a term of abuse in ordinary language, as a conceptual system, as a distinct stance toward discourse production, and as a characteristic set of arguments. Then, St. Agustine Booth (2004:6) stated that rhetoric is the art of expressing clearly, ornately (where necessary), persuasively, and fully the truths which

thought has discovered acutely. Also, Joas and Olmested (2006:2-3) stated that rhetoric can be very well theorized in a strong sense that specific principles can provide the direction for inquiring into thought and persuasion. Rhetoric is the art of using words impressively; both oral and written, or talking to many people using performances or fiction (Suhandang, 2009, p. 26). Rhetoric as the art of speaking is not only defined as the ability to speak fluently and clearly, but the rhetoric is the ability to speak and make speeches briefly, concise, clear, and impressive. Rhetoric as an art of speech is a form of communication that is directed at delivering messages to influence the audience so that they can pay attention to what is conveyed properly (Heryanto & Zakarsy, 2012). Rhetoric is often equated with public speaking, which is a form of oral communication conveyed to a large group of people, but actually, rhetoric is not just speaking in public but is a combination of the art of speaking and knowledge of a particular problem to convince a large number of people through the persuasive approach (Rakhmat, 1999). The three branches of rhetoric include deliberative, judicial, and epideictic.

Rhetorical moves are one of the devices in rhetoric. According to American Heritage Dictionary of English Language, Rhetorical moves or also called as figure of speech is defined as an expression that uses language in a non-literal way. Rhetorical moves are commonly appearing in advertising language. In the advertisement field, the use of Rhetorical moves is calculated to have a specific effect on potential consumers. If the Rhetorical moves do have some impact, it is understandable that they are so frequently used in advertising and empirical analysis has shown that they are an effective means of persuasion (McQuarrie and Mick, 1996; Tom and eves, 1999). There are some theories about Rhetorical moves, as the example of the theory by Roland Barthes. Here, the theory used is Edward F. Mc. Quarrie and David Glen Mick (1996) because it is the newest theory and more understandable than others. The framework of classifying the Rhetorical moves modes by scheme and tropes.

LITERATURE REVIEW

Some researchers have conducted study on rhetorical motions, such as "Structure of Moves in Research Article Abstracts in Applied Linguistics" (Can, Karabacak and Qin, 2016). This study intends to evaluate the movement structure of AL abstracts and compare the results to both synchronous and asynchronous prior studies. The author compiles fifty abstracts of publications published between 2011 and 2013 in English for Specific Purposes (ESP) periodicals. Adapted from prior research, a five-step approach is used to encode sentences. The results of this study and earlier

research indicate that the majority of AL abstracts provide information on the goal, methodology, and findings of linked articles, however around half of the articles lack the introduction of subjects and discussions of findings. In addition, it was discovered that the author frequently broke the predicted sequence of displacement under the existing method. This conclusion is consistent with earlier research indicating that future researchers informed by mobile analysis must investigate the link between mobile analysis findings and academic writing instructional materials. This study is comparable to the author. Can, Karabacak, and Qin analyze motions in the abstract of the thesis. This makes it easy for the researcher to examine the data since the type of data utilized in the study is identical to that of English abstracts of scientific works.

Amnuai and Wannaruk have developed a second research on Rhetorical Moves (2012). The introductory sections of 100 American English and 100 Persian medical research publications were assessed using the Swales (2018) approach. This study reveals that the Introduction sections of English and Persian medical research publications share a similar move frequency, despite the fact that the implementation of these three movements is significantly different in these two languages. The objective of this study is to find a solution to the problem of academic isolation; therefore, syllabus designers must incorporate genre awareness courses to make students more aware of the discourse community. This study is comparable to the author. Discussions on Amnuai and Wannaruk's research on the structure of movements in English Applied Linguistics Research Articles. Published in Thai and international journals. The distinction between Amnuai and Wannaruk and the writer is that Amnuai and Wannaruk evaluated the structure of rhetorical movements in published research introduction articles and journals, whereas the writer focuses solely on rhetorical moves in thesis abstracts. This research contributes to the researcher's ability to address the issue of academic isolation and to persuade curriculum developers to incorporate genre awareness courses to raise students' knowledge of the discourse community.

Siyaswati did more study focusing on Rhetorical Moves (2017). This study seeks to describe the abstracts of student theses from a rhetorical standpoint. It checks if the abstracts offered on university websites contain the key rhetorical moves and whether the motions are presented in the order specified by Hyland's taxonomy of rhetorical moves (Introduction, Purpose, Method, Product, and Conclusion). Using purposive sampling, 80 abstracts of research publications produced by students were obtained. The statistics indicated that 53.75 percent of the abstracts were prepared according to the framework. The majority of abstracts provide information about the article's objective, methodology, and findings. About fifty percent of the papers lack an introduction and explanation of the findings. In a few abstractions, "product" and "conclusion" were absent. Some rhetorical approaches appeared to be utilized more frequently than others. The findings provide more insight into the need for professional development among academics, namely in the authoring of academic research reports. The findings provide more insight into the need for professional

development among academics, namely in the authoring of academic research reports. This study is comparable to the author. In the thesis abstract, Siyaswati examines and analyzes rhetorical gestures. The distinction is the research theory employed by scientists. This study employs the same research data kinds and methodology, so contributing to the researcher's use of the methodology and facilitating data collection.

Zein and Harefa have composed a second piece about rhetoric (2022). This study examines the types of dissertations prepared by Chinese students at Bina Nusantara University. This study intends to describe the processes and steps of the dissertation abstract and the implementation of the experience function. This study employs a systemic functional and linguistic Swales Haling model of Creating a Research Space (CARS). This study employs a qualitative descriptive approach, gathering data from 10 abstracts of theses authored by university students majoring in Mandarin. The results revealed that the eight abstract genres of Mandarin theses comprised of five abstract structured genre patterns and three abstract non-structured genres. Relational process contributes 43.5% to the abstract genre, followed by Material process (39%). The conclusion of this study is that fifty percent of the abstract thesis genre among Bina Nusantara University students is not based on the CARS Swales model, and the dominant abstract of the Relational genre thesis process demonstrates that the thesis writer uses verbs such as time, location, type, role, function, and point of view to relate one entity to another. This thesis also shares characteristics with the author of the same theory by Swales, who watches and analyzes motions that characterize the stages and steps of the thesis abstract. This study's contribution to the author is that this research is extremely valuable since it employs the same theories, methodologies, and data kinds; thus, the researcher receives numerous contributions, specifically in the work of this thesis, from data analysis to issue resolution.

METHOD

This study employed a qualitative methodology. Shank (2012) qualitative research is "a sort of systematic empirical enquiry into meaning," according to the definition. By systematic, he means "planned, organized, and public," adhering to norms established by the qualitative research community. By empirical, he indicates that this form of investigation is founded in the world of experience. According to the inquiry into meaning, scholars attempt to comprehend how others make sense of their experience. Quantitative research is empirical study in which the data are not presented numerically (Punch, 2011: 4). Descriptive Qualitative method is used for giving description of rhetorical moves in genre analysis. This approach was applied to identifying the data source, collecting the data, and analyzing the data. The source text of this research is English students' thesis abstracts in Department English Literature University of Sumatera Utara that contain rhetorical moves. In qualitative method, we can present summary, hard selection, classified in one of large

systems, and qualitative can change the data into number or arrange. Rohidi (2016:17) say that the number working together in the analysis. In order to find out the realization of rhetorical moves in students' thesis abstract, the researcher applied Bungin's formula: $N = \frac{fx}{n} \times 100\%$. N = Percentage of each moves of abstract. Fx = Total number of elements in abstract moves.

Data Source

The data in the research is all sentences in abstract part of students' thesis. This research uses the library research applied that was by collecting some theories and formation about rhetorical moves from books, thesis, journals, and other sources which support the writing. The data source of this research is the script that will be taken from Youtube channel https://youtu.be/k_Xpd7HWpT8. The channel contains news about the United States of American President, Joseph Biden, in announcing of oil banning over Ukraine conflict.

Data Collection

Noor (2015:138) states "Data collecting method is the way of data collecting that needed to answering the problem of study". Based on the statement, the researcher taken seven thesis randomly as the samples by using purposive sampling from English students' thesis abstract register number in 2017. As Miles, Huberman and Saldana (2014:46) stated qualitative samples tend to be purposive rather than random "Purposive sampling (also known as judgement, selective, or subjective sampling) is a sampling technique in which the researcher relies on his or her own discretion when selecting study participants from the community" (<http://research-methodology.net/sampling-in-primary-datacollection/purposive-sampling/>).

Researchers conducted the data collection by collecting thesis abstract of English Department Literature that register in 2017. Then the researcher chose and focused the data. After that the researcher read intensive repeatedly to understand the contents of the data. So, researchers identified and described Rhetorical Moves in abstract thesis English Department using Swales theory. The process of collecting data is done by getting the transcript of Josep Biden speech that are obtained from Youtube channel. Then, the writer selected the speech by selecting the rhetorical texts.

Data Analysis Techniques

Dudley (2001) mentions that Swales' model for article introductions, as he found, suggests that there are four basic moves in Introduction of writing such as the following:

Table 1. Rhetorical Moves of Introduction Section of Joe Biden

Moves	Rhetorical Moves
1	Establishing the Field
2	Summarizing Previous Research
3	Preparing for Present Research (often by identifying a gap in previous research)
4	Introducing the Present Research

Source: Safnil (2013) and Djuwari (2009 & 2017), Swales (2014) and Habibi (2008),

These four moves are the examples of knowledge to be learned because they are present in the majority of the introduction sections that have been analysed so far. That is a logical sequence of moves in which, once a choice has been made to follow a certain route, the writer is obliged to follow with a certain sequence of moves, rather than in a random way. Having knowledge of such rhetorical moves (introduction of research articles) above, any writers can benefit from these elements for writing purposes related to introduction of research articles. Without understanding of such rhetorical moves, it is impossible for the writers to be able to write appropriately for the discourse community as intended in such unique language organization. In addition, it is stated that such rhetorical moves are found in some introductions of research articles. In general, such knowledge can be implemented, and then, as Bhatia (1987) suggested, exploited for being dynamic. That is the intention of genre knowledge that the writers are still optionally (without ignoring the obligatory) to be creative in writing.

FINDING AND DISCUSSION

This study examines the linguistic style of Joseph Biden's quotations. This study employs abstract because abstract is an integral aspect of the study. Through abstracts, readers may quickly and readily comprehend the topic of a study. Therefore, the author must be cautious while producing an abstract and must also adhere to the criteria governing the form of abstracts. The abstract's explanation informs us about the varieties of language. In analyzing the data first step is to present each data, analyze, and classify it to the language style where it belongs to, then find out the rhetorical moves in Joseph Biden's quotes.

Among the speeches, the moves of introduction can be found and they are presented in tables. Table 1 shows the findings of the rhetorical moves in the discourse community of education. Among

the 10 journal articles, 10 articles have the move of establishing the field. Article numbers 1 to number 10 have got its move of establishing the field. The next is the move of summarizing the previous research. In this discourse community, there are 7 articles stated the move of summarizing the previous research. They are article number 1, 2, 3, 6, 7, 8, and 10. Unfortunately, 3 articles did not state their moves of summarizing the previous research. These articles are those of article number 4, 5, and 9. The third rhetorical move is that of preparing for Present Research. In this move, only article number 5 that does not state it while there are 9 articles do it. The fourth is rhetorical move of introducing the present research. The entire 10 articles analyzed have all moves as prescribed in the measurement (Moves of Introduction). These findings are presented in Table 2.

Table 2. Rhetorical Moves of Introduction in Joe Biden's Speech

Moves	Rhetorical Moves	1	2	3	4	5	6	7	8	9	10	Total
1	Establishing the Field	X	x	X	x	x	x	x	x	x	x	10
2	Summarizing Previous Research	X	x	X			x	x	x		x	7
3	Preparing for Present Research (often by identifying a gap in previous research)	X	x	X	x		x	x		x	x	9
4	Introducing the Present Research	X	x	X	x	X	x	x	x	x	x	10

These four moves are the examples of knowledge to be learned because they are present in the majority of the introduction sections that have been analyzed so far. That is a logical sequence of moves in which, once a choice has been made to follow a certain route, the writer is obliged to follow with a certain sequence of moves, rather than in a random way. Having knowledge of such rhetorical moves (introduction of research articles) above, any writers can benefit from these elements for writing purposes related to introduction of research articles. Without understanding of such rhetorical moves, it is impossible for the writers to be able to write appropriately for the discourse community as intended in such unique language organization. In addition, it is stated that such rhetorical moves are found in some introductions of research articles. In general, such knowledge can be implemented, and then, as Bhatia (1987) suggested, exploited for being dynamic. That is the intention of genre knowledge that the writers are still optionally (without ignoring the obligatory) to be creative in writing.

This discourse community shows that not all the parts are complied with the measurement of the rhetorical moves of introduction used in this study. More strikingly, the part no 4, 5 and 9 did not fulfill their rhetorical moves of summarizing the previous research. Hence, this part is essential for the readers and especially the reviewers for understanding the research topic being prepared at this moment. Although to a certain degree, the part can be free to modify the rhetorical moves (Hyland,

1992), in the previous studies, this rhetorical move is considered salient for both the part and the reviewers (Djuwari, 2014; White, 2019, and Sarwat, 2021).

The author (no 5) did not write the rhetorical move of Preparing for the Present Research. It is used for identifying a gap in the previous research. This is crucial because this rhetorical move is important for the readers and the reviewers to see what topic and problem that will be discussed by the author (Nicholson et al, 2018). They used the term gap spotting that is important too. It can be judged that these three parts are not complied with the rhetorical moves as stipulated in the measurement of introduction section.

CONCLUSIONS

After analyzing the usage of linguistic style in Joseph Biden's comments, the following conclusions may be drawn: It shows that they have different characteristics in the way of writing their introduction sections. Among the 10 parts, 3 of them did not have their introduction section complied with rhetorical move of Summarizing the Previous Research as the Move no 2. This is important but these two parts representing Joe Biden's speech did not write that move. All of them (10 parts analyzed) have their rhetorical moves of introduction section completely. This can be judged that this journal and the parts are considered consistent with the guideline of reviewing and editorial writing mechanism.

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