

The Journal of Rhetorical Pattern in Journalistic Language

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ABSTRACT

This study deals with the analysis of the rhetorical pattern in journalistic language using the style of the inverted-pyramid, they are *Who*, *What*, *Why*, *When*, *Where*, and *How*. The purpose of this study was to find out the dominant rhetorical pattern that was used in a news. The method of this study was descriptive quantitative design. The data for this study were collected from fifteen selected articles about corruption in Indonesia in an English daily newspaper, The Jakarta Post. Fifteen articles were taken from The Jakarta Post in the year 2011, from August until December. This study concludes with findings and implication.

1. INTRODUCTION

A. Background of Study

The term language has many meanings in everyday usage. According to the Webster's New World College Dictionary (1986:420) language is human speech or the medium to communicate with one another, and consists of special words, phrases, and special expressions by a particular group, or a writer. It shows that language is a communication system. By the ability to use language, human beings are able to express

their ideas for the sake of living and working. The goal of communication can be reached when the information is delivered well.

Language is used in three ways such as spoken language, written language, and also gestures. Human life is concerned with language in a practical way to show their desire. Therefore, language has many functions; one of them is to describe the meaning of writing. In this case, this function has a role to share information to the readers to understand about all of the events in context. The sample of the written language is news.

Hornby (1974:567) states that news is new or fresh information of what has most recently happened. News usually takes part in communication and it can be in spoken and written form. As the model of news in a written form, newspaper is well-known to share new or fresh information to public. But today by the development of technology, news in written form can be found easily through internet. It is called as the news online. This development does not reduce the existence of newspaper as the media of written news. Somehow the newspaper makes collaboration necessary, for example, *The Jakarta Post* can be found as the news print and also news online. Both of the news print and news online have the accuracy to the extent of truthfulness.

Sinaga (2007:2) explains that a writer in this case a journalist depends on the language figures such as words and sentences to express her ideas, thoughts and feelings more clearly and precisely. She composes sentences which she believes can represent the ideas and thoughts. Words are carefully chosen and put into acceptable and communicative structures, so that her readers may understand what is intended in the writing. The writer also can choose styles that permit her to construct her ideas and thoughts more profoundly in the minds of the readers. This is all related to rhetoric of writing.

Commonly a writer began to build her writing by telling the reader about 'what is happen' and 'who are the involvers'. These two questions are not stand alone because the information needs to be delivered in full explanation as a good writing, in this case news. In journalistic, the rhetorical pattern is used frequently. The order of the pattern started from *who, what, where, when, why, and how* (5 Ws and 1 H).

B. Rhetoric

Kennedy (1994:24) states that there certainly existed in Greece some conception of rhetoric in a more general sense. The common title for an early handbook was *technē logōn*, “Art of Speech”, and the Greek word *logos* can be taken as the genus of which civic rhetoric was a species. *Logos* has many meanings through the long history of the Greek language; it is anything that is said, but that can be a word, a sentence, part of a speech or of a written work, or a whole speech.

It connotes the content rather than the style (which would be *lexis*) and often implies logical reasoning. Thus it can also mean argument and reason, and that can be further extended to mean order as perceived in the world or as given to it by some divine creator. *Logos* as a metaphysical principle appears in early Greek philosophy and in Plato; it was taken up by the Stoics and then by early Christians, as in the opening verses of the Gospel according to Saint John, In the beginning was the Word, where it refers to God's plan and thus to Christ. *Logos* is thus a very broad concept. Before the word rhetoric came into use in Greek, its closest equivalent was *peithō*., persuasion, the power in *logos*.

It is true that persuasion has long been an important goal of the art of rhetoric. Rhetoric is exist in social or event in the political to propagandize people of some point. There are many definitions of rhetoric during its development from the ancient until this day. As time goes by time, people have the interest in this art of persuading.

George Kennedy, a scholar writing on the history of rhetoric, has defined Rhetoric as “the energy inherent in emotion and thought, transmitted through a system of signs, including language, to others to influence their decisions or actions (Herrick, 2008:9).

In this definition, it is clear that when someone expresses emotions and thoughts to other people with the goal of persuading them, he/she is engaged in rhetoric and this way is a common human activity indeed. Social life also depends on using symbols for achieving the persuasion that brings about the cooperation, compromise, and coordination of effort inherent to forming and maintaining societies. Rhetoric takes in the study of persuasion, then human lives as members of human communities.

The six elements of journalistic language (5Ws and 1H) are in the information in the news that is made by the journalists. Besides, the art of persuasion is adopted in writing news. This explanation distributes the view that the way of delivering the truthfulness depends on the ability in delivering the truth in a good communication. However, rhetoric studies the effectiveness of language comprehensively, including its emotional impact, as much as its propositional content.

The definitions of rhetoric are showed to make an understanding about rhetoric. Nevertheless, the most important thing is that the element of the rhetorical pattern will be connected to the journalistic language as the aim of this study.

C. Rhetorical Pattern

Rhetoric has been known as the art of argumentation which goal is to propogandize people of some points. This fact need a good ability in communication (explicit and straightway) because the meaning of rhetoric brings much more than to communicate with other people. The Webster's New World Dictionary (1986:640) mentioned that Rhetoric is a kind of *noun*. It stands for the art of using words effectively in speaking or *writing*. What is the most important in this case is that definition have a common ground for readers such as an idea, a style of persuasion which is the part of the art of composition.

Rhetorical means artificially eloquent showy and elaborate in literary style (Webster's New World Dictionary, 2008:640). Actually, this definition was linked to the rhetoric itself (according to rhetoric). That is why both of rhetoric or rhetorical exist to produce an effect in communication.

Further, Herrick (2008:232) states that every rhetorical situation contains a set of constraints made up of persons, events, objects, and relations which are parts of the situation because they have the power to constrain decision and action needed to modify the exigence. This explanation fits to the questions in journalistic language in producing the news.

B. The Scope of Study

In this study, the writer focuses on the rhetorical pattern in journalistic language, especially in writing the news. The elements of rhetorical pattern (5 Ws and 1 H) will be investigated by analyzing the sentences per paragraph. In this case, the truth of the news is not being focus of the study.

C. Theoretical Framework

Corruption is the biggest problem in Indonesia. Everyday there are some new news of this thing. The national and local newspapers usually make this problem as the headline news because of the corruption itself develops from time to time. The Jakarta Post is one of newspapers that is also put the corruption as the topic to discuss or even to share to the public.

This newspaper applies the rhetorical pattern; 5 Ws and 1 H, as the standard journalistic style and actually it is suitable to analyze the rhetorical patterns in the corruption news that is provided. These elements can be analyzed by reading each of the paragraphs, which can also be a sentence alone, by finding out which of the elements is dominant. Each paragraph will be marked by the element of *Who*, *What*, *Why*, *Where*, *When*, and *How* written at the end of the paragraph in brackets. Then the number of elements in each news are counted to find out which element is dominant. Also, the arrangement of the elements can be proven to show whether the journalists are consistent with the sequence of the elements in each news.

2. METHODOLOGY

In this study, the data would be taken randomly from 15 articles about corruption in Indonesia in The Jakarta Post which were published in August up to December in the year 2011 on Internet. The Jakarta Post chose as the source of the data because the writing of Indonesia's journalists that is applied English as the language is there.

This study is a quantitative research. The design of the study was proposed descriptively. Nazir (1998:34) describes that a descriptive method is a method of

research that makes the description of the situation of events or occurrence, so that this method had an intention to accumulate the basic data. Then, Surakhmad (1982:27) states that a descriptive research is one that describes and explores the problem and reality in the field. The aim of this study is to find out the rhetorical pattern percentage of journalistic language (5 Ws and 1 H) that were applied to analyze the rhetorical pattern of the corruption in Indonesia's news by journalists of The Jakarta Post.

The frequency of each element for comparison by applying the following formula:

$$X = \frac{F}{N} \cdot 100 \%$$

Where:

X = the percentage of the items

F = Frequency

N = the total number of items

3. THE DATA ANALYSIS

After collecting and reading the data, they were analyzed based on the rhetorical pattern (*Who, What, Why, Where, When, and How*). From the fifteen articles, there were 210 occurrences of the rhetorical pattern. It is a must for the journalists to follow the sequence in presenting the news. But there are some reasons to not to follow the sequence. The Journalism Code of Ethics should be the first priority in journalistic. *The fifth and the seventh article* in the Journalism Code of Ethics can be the reason, why there are some missing pattern of the rhetorical approach. Another reason come from the political business behind the news because we had known that news and politic have their link, in this case the corruption news.

The rhetorical pattern in journalistic language was applied in writing the corruption news in Indonesia instead of using several of them in each sentence. Although there were some missing elements in writing the news, it did not mean that there was no information about it. The information came as the additional information in the article. The percentage of rhetorical pattern in 15 selected articles shows the What top the rank with 50.48%, followed by the Who 34.76%, When 7.62%, How 4.76%, Why 1.43%, and Where 0.95%.

Table 1. The count of the element of the rhetorical pattern

Title of News	Rhetorical Pattern					
	Who	What	Why	Where	When	How
All eyes on bag of evidence	4	5	1			1
Nazaruddin should be ours: KPK	2	7				1
Without transparency, more school subsidies 'may be wasted'	5	9			1	4
News analysis: How do we beat those powerful budget brokers?	11	9	1			
Angie's wealth jumps ten-fold in seven years	2	4				
Activists report Banten governor to KPK	2	2				1
Minister suspends staff over alleged graft	4	8			2	
School aid disbursement to be reformed: Minister	4	10			1	
Busy pampering his officials, SBY 'forgets' his campaign promises	8	11				
Business in RI among top bribe payers	3	8			2	1
Dazzling SEA Games open	4	7		2	5	1
Passage of BPJS bill	5	5			1	1

'irregular'						
RI ranks 100th in 2011 Corruption Perception Index	3	2			1	
Nunun's trip ends	7	8	1		2	
KPK told to find the missing link	9	11			1	
TOTAL	73	106	3	2	16	10

4. CONCLUSIONS

The fifteen selected articles which have chosen as the data have been analyzed based on the standard rhetorical pattern (5Ws + 1H). The concept of inverted pyramid writing style also combined to the research findings to get more explanation. Finally, this study has drawn some conclusions as the following:

- 1) There are 210 numbers of the rhetorical pattern in the articles. The dominant pattern is the *What* (50.48%), followed by the *Who* (34.76%), *When* (7.62%), *How* (4.76%), *Why* (1.43%), and *Where* (0.95%).
- 2) There are no articles in the news that follows the sequence of the standard rhetorical pattern since there are some missing elements in each article. It proves that the corruption news in The Jakarta Post is not consistent with the standard rhetorical pattern of "Who, What, Why, Where, When, and How."

It was clear that the theory of rhetorical pattern is needed in the journalistic language (the journalists) to produce the news. Rhetorical approach can propogandize the readers of some points that was shared in the news.

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