

## TABLE OF CONTENTS

<b>ABSTRACT.....</b>	<b>i</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>ii</b>
<b>TABLE OF CONTENTS.....</b>	<b>iv</b>
<b>LIST OF TABLES.....</b>	<b>vi</b>
<b>LIST OF APPENDICES.....</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	
A. The Background of Study .....	1
B. The Problem of Study .....	3
C. The Objective of Study .....	4
D. The Scope of Study .....	4
E. The Significance of Study .....	4
<b>CHAPTER II REVIEW OF RELATED LITERATURE</b>	
A. Definition of Rhetoric .....	5
B. The History of Rhetoric .....	6
C. Rhetorical Strategy .....	9
1. Logos .....	10
a) Deductive Logical Argument .....	11
b) Inductive Logical Argument .....	12
2. Basic Rhetorical Strategy for Effective Communication .....	15
D. Station of Television .....	17
E. Metro Television .....	18
F. Television Programs .....	18
G. Talk Show .....	19
H. Mario Teguh Golden Ways Show .....	20
<b>CHAPTER III RESEARCH DESIGN</b>	
A. Research Design .....	22
B. Source of Data .....	22

1. Data.....	22
2. Source of Data .....	23
C. Technique of Collecting Data .....	23
D. Technique of Data Analysis .....	23

#### **CHAPTER IV DATA AND DATA ANALYSIS**

A. Data.....	25
B. Data Analysis .....	25
1. <i>Cinta Lama Belum Kelar</i> (December1, 2013) .....	26
2. <i>Jika Dia Mencintaimu</i> (December 8, 2013).....	32
C. Research Findings .....	38
D. Discussion .....	39

#### **CHAPTER V CONCLUSIONS AND SUGGESTIONS**

A. Conclusions .....	40
B. Suggestions .....	41

#### **REFERENCES.....42**

*THE  
Character Building  
UNIVERSITY*