

CHAPTER I

INTRODUCTION

A. Background Of The Study

Persuasion is the language to invite and persuade others to do or do nothing to influence listeners or readers. It is an action to influence, convince, stimulate, and actuate the audience, so that they believe and follow what the speaker said. Persuasion is designed to define human communication to influence others by modifying their attitudes, beliefs, and values (Simon, 1976).

It is also expecting people to do something that are long gone. Powerful ideas and delivering them well are the key to effective persuasion, because information only can not make people act without ideas (Barker, 2013). The characteristic of persuasion is not always intellectual, but dominantly emotional. Persuasion is using a rhetorician's expression supplemented by the quality of argument (Cargie, 2018). In spoken speech, persuasion is usually found in the speeches of a figure such as a President's or a political party official, the sermons of religious men such as lecturers, fathers, monks, to artists in advertising on television. Whereas written persuasion is usually found in advertisements in magazines or newspapers, brochures, and posters.

There are various types of language models of persuasion, according to Aristotle the three persuasion courses of logos, ethos, and pathos (Barker, 2013). Logos is a mode of persuasion presented by using logic, reason, and common sense to convince listeners or readers with their perspective. Logos is pure logical

argumentation uncolored by emotions (Aristotle, 1926). Whereas ethos deals with morality and ethics, writers or listeners would identify themselves as trustworthy by pointing out their strong influence on a subject. On this occasion, the orator persuades the audience by moral character and make them as confidence person (Aristotle, 1926). In ethos, the speaker will show three important things that are good sense, good moral character, and goodwill (Alkhirbash, 2016). Inverted with the logos, pathos affects his listeners or his readers without showing any logical argument, but rather with emotions. Emotion is defined as the affection which possible to change people's opinions such as anger, empathy, and fear.

Some international religious figures who use persuasive language in every oral form (lecture) as well as written are Nouman Ali Khan, Martin Lings, Jeffrey Lang, Habib Ali Zainal Abidin and Dr. Zakir Naik. Nouman Ali Khan is an American Muslim preacher and Arabic language teacher. Nouman Ali Khan also founded Al Bayyinah Institute as an Arabic and Alquran study center. Nouman Ali Khan's sermons can be accessed on his youtube channel called Bayyinah Institute. One of his lectures entitled "How We Lose Our Faith" that has been viewed 1,952,839 times in Bayyinah Institute is the language of persuasion used at 10 seconds 15:

But if you keep putting yourself in that situation over, over, over and over again, guess what doesn't bother you anymore.

In the section of the lecture, Nouman Ali Khan tried to convince his listeners that when doing it over and over again they would not have disturbed his faith. Here, Nouman Ali Khan introduced persuasion with pathos.

While Jeffrey Lang was a professor of mathematics from the United States who converted to Islam in the early 1980s and became a Muslim preacher and writer. Jeffrey Lang's sermons are not found much on youtube except for a few short lectures from a few private youtube accounts. One of Jeffrey Lang's sermons entitled "Will Non-Muslim Go to Hell ?" was uploaded by Rahman Misykat which has been viewed 62,501 times. Language of persuasion found in this talk is found at 2 seconds 1 minute that reads:

“One of the things that appeal to me about the Qur’an was that it was not so exclusionary as you say. No one verse that says those people follow this Qur’an and the Jews and the Christians and the Sarbanes...”

The statement above indicates that Jeffrey lang convinced the audience by saying that the Koran is not what you say, he went on to say that there is not one verse that says Jews and Christians follow the Koran. In the exposition of this talk Jeffrey lang gives evidence to the audience, in this case, Jeffrey lang was degenerating the logos.

Also, Jeffrey lang said several times "are you lecturing me" at 3 seconds 16 and 4 seconds 2 to make sure the audience is still listening.

Unlike Nouman Ali Khan and Jeffrey Lang who focus on the missionary through lectures, Martin Ling is the Muslim writers who have written the book "Muhammad: his life based on the sources". As for Dr. Zakir, he was a young Indian up-and-coming doctor who had started as a doctor and then continued his career in Islamic literacy through religious lectures and debate. Zakir's talks are flying up easily accessible on the Youtube channel Dr. Zakir is ascending and

Peace TV. The Zakir lecture was rising in contrast with a lecture on previous religious figures who were dominant to deliver the talk first and then the question session. In Zakir Youtube rises and also his address at peace TV, the talks in the beginning with questions from the audience and will be answered by zakir as the preliminary data :

As in a talk entitled "Why did Anna, a White Western Woman Say La Ilaha Illalloh" where an audience asks the following :

“Hi my name is Anna I want to ask what happens to non-muslims who have never been exposed to Islam and what if a non-muslim says that the miracles of Jesus are bigger than the ones that Muhammad performed ?”

Dr. Zakir Naik answered :

“Point number one, if a non-muslim comes and tells me that they have not been exposed to Islam today in this world of science and technology certificate maybe if you ask this question 50 years back it was possible. Today in this age of Science and Technology especially the media bombarding misconception about Islam you exposed to Islam may be the wrong Islam may be pseudo Islam that Muslims are terrorists, Muslims are fundamentalist, Islam is the religion of killing, it degrades a woman it subjugates the woman they may be exposed to Islam but wrong Islam. Now what happens to a non-muslim who's not exposed to the right teaching of Islam”.

In this context he used *logos*. He used logos because showing the facts based on logical proofs. It is logic that in the age of science and technology,

impossible for the people or non-Moslems do not expose to Islam, because everyone can access and look for information about Islam through media that available nowadays. This sentence categorized as logos because logos are the way to persuade others by giving intellectual reason, depend on statements of evidence, supported by data, statistic, value, and object (Gosal & Murthy, 2016).

The study about the mode of persuasion by Aristotle has been researched by some researchers. Alkhirbash (2014) researched “Aspects of Persuasive Language in Selected Speeches of Mahathir Mohamad” and found ‘ethos’ as the dominant mode of persuasion used by Mahathir Mohamad.

This study was investigate Language of Persuasion of Dr Zakir Naik in his Speech and find out the dominant mode of persuasion that used in his speech. Dr. Zakir Naik speech can be accessed easily in Peace TV and Zakir Naik Youtube chanel. He is also popular in the world. He included as 100 strongest people in India and 500 the most influencing people in the world (K, Albi 2018). Through his lecture, Zakir Naik also made his audience accepted Islam even convert their religion to Islam. So, the researcher is interested in analyzing Zakir Naik speech and how does persuasion used by Zakir Naik to convince the audience. The differences between this study with the previous study are the object of research, but using the same theory.

This study used Critical Discourse Analysis approach by Nourman Fairclough. According to (Fairclough, 2013) CDA is defined as a level of a sentence, the way of sentence combines to create meaning, coherence and accomplish purposes. A single sentence can be analyzed as a ‘communication’

and as an ‘action’. Analyzing the speech, three models of discourse analysis by Fairclough that is description, interpretation, and explanation will be applied in this research.

B. The Problem of the Study

Related to the background of the study, the problems of the study were :

1. What modes of persuasion are used by Dr. Zakir Naik in his Speech?
2. How the language of persuasion are used ?
3. Why are modes of persuasion used in the ways they are?

C. The Objective of the Study

In line with the problems, the objectives of the study were:

1. To analyze the language of persuasions which are used by Dr. Zakir Naik’s speech on his YouTube Channel
2. To evaluate how the language of persuasion are used
3. To explain the modes of persuasion used by Dr. Zakir Naik

D. The Scope of the Study

This study analyzed the modes of persussions *Logos*, *Ethos*, *Pathos* which are used in Dr. Zakir Naik speeches on YouTube Channel Dr. Zakir Naik.

E. The Significance of the Study

The findings of this study expected to be useful in the future, both theoretically and practically.

1. Theoretically: to provide information and understanding about the mode of persuasions by Aristoteles for readers. In addition, this study also becomes a reference for the theory of persuasions and how discourse analysis used in speech
2. Practically: this research may give a valuable contributions for public figures or public speakers, especially English students who want to persuade others. Furthermore, the result of this study can be used as a reference for someone who wants to analyze about the language of persuasions related to discourse.