

ABSTRACT

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This study deals with the types of rhetorical strategy of *Mario Teguh Golden Ways show*. The objectives of this study were to identify the kinds of rhetorical logos strategy which were applied in *Mario Teguh Golden Ways Show*, to analyze why those rhetorical strategies were applied. This research applied descriptive qualitative method. It took two episodes of *Mario Teguh Golden Ways Show* which were downloaded from internet. Based on the analysis, there were five rhetorical logos strategy occurred in the show namely Satire, Diction, Parody Sarcasm, Repetition. However there was one kind of rhetoric which was not listed in the kinds of rhetoric itself. The writer named it Miscellaneous as part of deviation. These logos strategy were effective to be used in affecting people persuasively. And miscellaneous occurred because Mario Teguh used it in an entertainment program.

Keyword : *rhetoric, logos*

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