ABSTRACT

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This study deals with the types of rhetorical style in the headline news of the daily kompas has two objectives. It was to find out the types of rhetorical style in the headline news of the daily Kompas, and to describe the rhetorical style occurred in the headline news. This research used descriptive qualitative research. The data were taken from the sentences in the headline news of the daily Kompas which published in February and March 2016. There were eight types of rhetorical style in the Headline News of the daily kompas namely, Asyndenton (4%), Ellipsis (7%), Euphemism (22%), Litotes (2%), Prolepsis or Anticipation (6%), Erostesis or Rhetorical Question (6%), Hyperbole (16%), and Oxymoron (36%). It was find that the oxymoron use contradictory terms to inform the readers and to show the exaggeration of the truth on order to make something appear greater.

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Keyword : *rhetoric, style*