

CHAPTER II

INTRINSIC THEORETICAL FRAMEWORK

This research is grounded in the concept of speech as both a spoken and written mode of communication, forming the intrinsic theoretical basis for analyzing rhetoric device in this study.

2.1. Speech

Speech is one of the most fundamental modes of human communication and has been recognized across history as a powerful vehicle for expressing ideas, beliefs, and intentions. In its broadest sense, speech refers to a formal or structured verbal utterance delivered before an audience with the purpose of informing, persuading, or motivating. According to Lucas (2015), a speech is a purposeful communication delivered orally by a speaker to a live audience. This definition underscores two essential components: intentionality and the presence of an audience, both of which shape the way a speech is constructed and delivered.

Speech does more than deliver information. Through speech, speakers can perform actions such as stating opinions, making requests, giving warnings, or expressing agreement. Austin (1962) explains that when people speak, they are often doing something with words, not simply describing reality. This means that speech actively shapes interaction and meaning. For this reason, speech is not neutral or passive. It reflects intention, context, and purpose, making it an important focus in linguistic and discourse-based studies.

As a genre, speech has been studied extensively within the fields of rhetoric, linguistics, and communication studies. Aristotle (2007), in his foundational work *Rhetoric*, regarded speech as the primary instrument of persuasion, capable of shaping public opinion and directing collective action. This view positions speech not merely as an act of communication but as a strategic, goal-oriented performance that simultaneously reflects and produces cultural values and political ideologies.

2.1.1. Speech as a Written Expression

Although speech is inherently an oral phenomenon, it also exists as a written expression through the form of manuscripts, prepared texts, and official transcripts. Walter Ong (1982), in *Orality and Literacy*, distinguishes between primary orality, in which language exists purely in spoken form, and secondary orality, in which oral performance is mediated through writing technologies. In primary orality, language is entirely dependent on sound and exists only in the moment of its utterance, leaving no permanent record. Secondary orality, by contrast, emerges in cultures where writing exists alongside speech, allowing oral performances to be composed, preserved, and reproduced through written means. Political speeches belong to this category: they are carefully crafted written documents before they are ever spoken, and once delivered, they are transcribed and preserved as written records. This dual existence as both oral performance and written artifact, gives the speech a permanence and analytical accessibility that purely oral communication does not possess.

Austin (1962), in *How to Do Things with Words*, further argues that language is not merely a tool for describing reality but a means of performing

actions. He draws a foundational distinction between locutionary acts, which refer to the basic act of uttering words with a literal meaning; illocutionary acts, which refer to the social action performed in saying something, such as warning, promising, declaring, or commanding; and perlocutionary acts, which refer to the effect produced on the listener as a result of the utterance. When a speech is fixed in written form, all three dimensions of this speech act structure become traceable within the text. The words on the page carry not only their surface meaning but also the intentions embedded in their composition and the responses they were designed to provoke.

2.1.2. Types of Speech

Speeches may be classified according to their primary purpose and the context in which they are delivered. Lucas (2015) broadly categorizes speeches into three types: informative speeches, persuasive speeches, and speeches for special occasions. Informative speeches aim to enhance the audience's understanding of a topic by presenting facts, explanations, or descriptions. Persuasive speeches, in contrast, seek to influence the audience's attitudes, beliefs, or behaviors. Speeches for special occasions, such as eulogies, toasts, or ceremonial addresses, are designed primarily to fit the social ritual of a specific event.

Political speeches occupy a unique position within this taxonomy, as they frequently combine all three types. A political speech may simultaneously inform the public about policy matters, persuade citizens of a particular course of action, and perform a ceremonial or symbolic function tied to national identity. Campbell and Huxman (2009) note that political speeches are especially complex because

they operate within an ideological field where every linguistic choice carries rhetorical consequences. In the case of presidential speeches, the genre carries additional weight due to the institutional authority of the speaker, which lends credibility and amplifies the persuasive impact of the discourse.

