

ABSTRACT

Halima. 140511100112. *A Study of Rhetorical Devices found in Zig Ziglar's Little Book of Big Quotes*. Thesis. English Study Program of The Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Iqbal Nurul Azhar, S.S., M.Hum

This study focuses on rhetorical devices found in *Zig Ziglar's Little Book of Big Quotes*. This study aims to find and explain the types of rhetorical devices found in the book of quote using the theory of types of rhetorical devices proposed by Robert (1992) and the function of rhetorical devices using the theory by Chetia (2015).

This study employs descriptive qualitative design as the research design. In addition, qualitative content analysis is applied to obtain the data in which the writer becomes the key instrument of the study. The data were all words, phrases and sentences containing rhetorical devices. In analyzing the data, first is explained the definition, second is description meaning of rhetorical devices. The last step is described the function of rhetorical devices in that quote.

This study shows the findings of the types of rhetorical devices and the function of rhetorical devices, there are 42 data of rhetorical devices were found. The data are classified into four types of rhetorical devices: sound patterning consisted of *alliteration* (9 data), *anaphora* (6 data), and *epistrophe* (8 data). Trophe language consisted of , *metaphor* (2 data) and *chiasmus* (1 data). Schematic language consisted of *parallelism* (14 data), *isocolon*, (1 data) and *antithesis* (1 data). Moreover, in terms of function of rhetorical devices, the data are classified into two functions: *to lend vividness* (3 data) and *to lend force* (39 data).

Keywords: rhetorical devices, types of rhetorical devices, functions of rhetorical devices, *Zig Ziglar's Little Book of Big Quotes*.

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