

ABSTRACT

Fawa'it. 120511100076. A Study of Persuasive Strategies in Malala Yousafzai's Speeches. 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 is focused on persuasive strategies in Malala Yousafzai's Speeches. This study aims to explain persuasive strategies found in Malala Yousafzai's speeches and to explain how the persuasive strategies are used by Malala to persuade people. The data are analyzed based on persuasive strategies proposed by Halmari and Virtanen (2005) and persuasive proofs proposed by Aristotle and Kennedy (1991).

This study was conducted by using descriptive qualitative design. The research instrument of this study was the writer himself. The data were collected by using content analysis method proposed by Krippendorff (2012) and Kothari (2004). The interactive model analysis proposed by Miles and Huberman (1994) is used to analyze data.

The writer obtains 32 data. They are categorized as follows; appeal to authority (6 data), appeal to logic (5 data), rhetorical question (1 data), superlative and nice number (1 data), poetic aspect/device (alliteration) (1 data), vocative (5 data), the use of humor (3 data), unification via addressing the enemy (2 data), the use personal pronouns (7 data), and evoking history and continuity (1 data). Meanwhile, in term of the persuasive proof found, they are 32 data that belong to ethos (7 data), pathos (18 data), and logos (7 data).

Keywords: Malala Yousafzai, Persuasive Strategies, Persuasive proofs, Speech.