

CHAPTER I

INTRODUCTION

This chapter would present background of the research, research questions, objective of the research, significance of the research, and definition of key terms

A. Background of the Research

Human being as the social creatures needs to communicate each other because the communication has a big role in society. The communication tool is language. Language has other functions beside communication, for instance to tell others about circumstance, to ask information, and to talk about facts and opinions (Crstyal, 1987). Meanwhile, Brown (2010) explained the aim of language is not only to communicate but also to express ideas and feelings, to influence others, to provide information, and so forth. In addition, language describes identity and parts of the culture.

Related to the language, one of the languages' functions is to influence people in communication situation either in spoken or written. The ability to influence and convince others with particular point of view is called argumentation. Argumentation is a process of reasoning, justifying beliefs, and drawing a conclusion in order to believe and do as the speaker said. Furthermore, Cohen (1987) said that an argument constructed in communicative situation, the speaker tried to convince the audience by particular point of view. Generally,

argumentation refers to the communicative process in which the speakers offer reasons to support their point of view.

Besides, Al- Qur'an obviously mentions the term of argumentation in Surah An- Nahl verse: 125, says:

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۚ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ
بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۚ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Accordingly, the verse of surah An- Nahl 125 used to argue with people in the better way.

At this point, argumentation is needed in everyday life unconsciously. People may argue about some issues that are contradictive. Either people may have an argument to agree or disagree about the issue. Moreover, this ability encouraged people in public speaking, debating, organization, and presentation, and enhanced their career work. Besnard and Hunter (2008) stated that argumentation is fundamental form of human cognition as people have to deal with contradictive information. However, it leded people to search further information. Commonly, the professional works such as lawyer, journalist, clinicians, scientists, and manager have to understand the pros and cons of information in order to make a decision and present it to the audience. Additionally, Hill and Leaman (1996, p. 01) said:

“ No matter who you are, where you live, what your professional goals are, what your religious beliefs are, how old you are, or how shy you are, you likely engage in argumentation on a daily basis”

In general, the main point of argumentation is located on the speakers' way in delivering the argument. In order to know how the speaker handles the argument and convinces the audience; it is important to analyze the argument itself. Currently, there is an approach to analyze an argument known as Toulmin's model. Hart (1990) in Rosyidah (2008) stated that Toulmin's model is a good choice to understand an argument. He explained the Toulmin's model is new way about human argument dealing with the human's dynamic thought and with a better system adapted to the actual logic used by people. As addition, Besnard and Hunter (2008) also mention that Toulmin's model is a structural and logic approach to figure an argument. Thus, this model is widely acceptable and realistic.

Toulmin's model provided six components for analyzing an argument, those are claim, data, warrant, qualifier, back up, and rebuttal. First, claim represents the thesis statement of the proponent, for instance is "Harry is British citizen". Second, data is the fact or evidence to support the claim. For example, if the claim is "Harry is British citizen", it would be supported by the data "Harry was born in Bermuda". Third, warrant is logical statement to give connection between the claim and the data. In order to bridge the claim "Harry is British citizen" and the data "Harry was born in Bermuda", it should provide the statement to connect both the claim and the data. The statement is "A man born in Bermuda will be a British Subject". Fourth, the qualifier is a statement to give limitation of a claim aimed to reinforce the argument was true. The words or phrases indicate as the qualifiers are: in most cases, always, never, in males

between the age of, and so forth. Fifth, rebuttal known as counter-argument to indicate the general argument does not hold true, for instance the words or phrases of rebuttals signal are but, what about..., unless..., if... so (Jaffe in Naile, 2001). The last, backing is a statement to support the warrant, it is kind of justification to hold the warrant. To hold the warrant “A man born in Bermuda will be a British Subject”, the speaker would provide the backing statement to prove that it is true “A man born in Bermuda will legally be a British Citizen”.

Besides understanding the component of an argument; it is necessary to put logical structure as well in order to help the audience analyze it. In analyzing the argument structure, there are some ways are: coherent structure, linguistics clue, and evidence relationship. (Cohen, 1987). At first, the coherent structure is a series of premises or proposition in an argument. It can be analyzed by the order of the claim and the evidence. For instance, the premises are: 1) Jones would make a good president; 2) He has lots of experience; 3) He has been on the city board 10 years; 4) And he is very honest; 5) He refused bribes while in the force. Accordingly, the example shows the orders of the premises are the claim (premise 1) and followed by the evidence consistently (premises 2, 3, 4, and 5). The second, the linguistic clue is the word or phrases used by the speaker indicating the argument structure, for example *first, second, as a result, in other words* and so forth. The third, evidence relation as known as the theory of evidence is verification of evidence relation between propositions.

Related to the argumentative analysis, the researcher chose Sir Ken Robinson’s arguments in his speech in TED Talk as the subject of the research.

The researcher was interested in Ken Robinson because he is a speaker, an author, and a professor in Creative Education. He is also an international advisor on education in the arts to government. While, TED Talk is stand for Technology, Entertainment, and Design; it is a media organization that provide inspiring video online and share it freely in internet to people. However, the researcher was interested in investigating Sir Ken Robinson's arguments in TED Talk titled "Bring On The Learning Revolution In English!." and "Do School Kill Creativity?". Both of the videos mostly talk about the education system.

Many researchers have done researches about argumentative analysis. One of them was the thesis by Siwaporn Saito (2010) from Srinakharinwirot University of Bangkok entitled "An analysis of Argumentative Essay of Thai Third- Year English Major Instructed by The Integrated Process- Genre Approach". The result of his research shows that the students could produce well-developed essays which consist of four argumentative components are claim, data, rebuttal, and warrant. The similarity is the both researchers have chosen the argumentative as the object of the research. However, the difference is the researcher investigated the argument in spoken form, while the previous research in written form.

The other one was thesis by Naeli Rosyidah (2008) from The State Islamic University of Malang entitled " A Discourse Analysis on Argumentative Statements Delivered By Democratic Presidential Nominees in the 2008 Presidential Debates of USA during Primary Elections Season". The similarity is the previous researcher chose the argumentative as the object of the research. The

difference is the previous researcher observed argumentative statements in Presidential Debates, while the researcher observed the argumentation are used by Sir Ken Robinson in TED Talk.

Meanwhile some researchers conducted argumentation in terms argumentative essay and presidential debate, the researcher is interested in analyzing argument in speech, entitle: “An argumentative analysis of Sir Ken Robinson in TED Talk”

B. Research Questions

Based on the explanation in background above, the main problem of this research are:

1. What are the components of argument that are used by Sir Ken Robinson in TED Talk?
2. What are the structures of argument that are used by Sir Ken Robinson in TED Talk?

C. Objectives of the Research

1. To find out the components of argument that are used by Sir Ken Robinson in TED Talk.
2. To find out the structures of argument that are used by Sir Ken Robinson in TED Talk.

D. Significance of the Research

The significance of this research is some advantages that can be obtained are:

1. To the English Department of Antasari Islamic State University of Banjarmasin and future researchers, the researcher expects that the result of this research can be a beneficial reference related to the same theme.
2. To the English teachers taught speaking subject and writing subject especially in terms argumentative writing essay and debating, the result of this research is expected to help the students in developing their skill in argumentation.
3. To the students of English Department. This research is expected to improve their English skill.

E. Definition of Key Terms

1. Argumentative Analysis

Argumentative analysis is an evaluation toward someone's argument in order to analyze claim and evidence. In this research, the researcher focus to analyze the components of argument and structures of argument that is used by Sir Ken Robinson in TED Talk.

2. Argumentation

Argumentation refers to the process of reason giving in communicative circumstances by the speaker in order to justify act, belief,

attitudes, and value. In this research, the researcher focuses on the component and the structure of argumentation.

3. Sir Ken Robinson

Ken Robinson is an advisor on education and power leader in development creativity and human resources. Also, he is an inspirational speaker with the unique talent in conveying and overwhelmingly message with enormous humor, passion, and wit. The inspirational his presentations are “Bring on the learning revolution in English!” and “Do School Kill Creativity?” when he demanded to speak in TED Talk.

4. TED Talk

TED stands for Technology, Entertainment, Design and it is a media organization that share video in online for free. Some popular topics that TED offered are scientific, cultural and education. In this research, the researcher focuses only on education topic that is delivered by Sir Ken Robinson.