

CHAPTER II

LITERATURE REVIEW

2.1 Public Speaking

In everyday language, public speaking refers to the communication practice of a speaker sharing ideas with an audience primarily through the speech Slagel (2009). According to public speaking it is the ability to speak in public, in a coherent and in a planned with a specific purpose. Public speaker is the person who performs the public speaking. Some examples of professions whose the activity use public speaking at the work, namely: orator, speaker, presenter and motivator. Public speaking is also transactional in nature Watzlawick, et all (1967, cited in litsoil, 2012).

2.2 Speech Definition

Landau (2008, p.705) state that speech is the act of speech, a faculty of expression thought and emotion by spoken words, the power of capability of speaking, and characteristic manner of speaking. Brink (1913) asserts that speech or oration is an oral discourse on a worthy and dignified theme, adapted to the average hearer, and whose aims to influence the will of that hearer.

Based on the explanation above, the writer can conclude that speech is a way to transfer a message from speaker to listener in order to give information, to influence, or to attract listener based on what listener needed.

2.3 Speech Types

According to Toney (2011) there are four types of speech namely: to persuade, to inform, to inspire, or to entertain.

- a. **Persuasive speech** is to influence the thinking or behavior of your audience. In order for your audience to be willing to listen to you they have to like you, respect you and trust you. They must be able to identify

with you in some way and you have to give them a reason why they should listen to what you have to say.

- b. **Informative speech** is to teach your audience something new or to expand their existing knowledge. It may mean exposing them to a topic or idea they know nothing about, showing them how to use a piece of equipment, or helping them learn a new skill. You might be explaining a new managerial system at work. Informative speeches cover many areas.

- c. **Inspirational speech** is to ask your audience to improve in one of several ways, personally, emotionally, professionally, or spiritually. The inspirational speaker relies more on emotional appeal than logical appeal. You are attempting to connect with the individual listener's feelings. You explain why and how the situation is changing or why their current emotions, fears or goals may be inadequate or counterproductive.

- d. **Entertaining speech**, Conventions, dinners and seminars often include entertaining speakers in their agenda. Everyone likes to laugh and that's an entertainer's job. Ideally the entertaining speaker will also present a serious point in a low-key humorous way. You don't have to be naturally funny to give an entertaining speech. Your job is to provide an interesting diversion. Entertaining speakers normally do this by telling stories. Know who your audience is and match your stories to that group. A young audience will not be interested in what you have to say if you are talking about events and people from before they were

2.4 Sermon

Every religion has culture for preaching , for example, both Islam and Christianity have religious culture in the process of preaching (sermon). Now the writer is going to explain about the sermon.

According to Oxford dictionary (2000, p.401) sermon is speech on religious or moral matters especially given in a church. In addition based on Hendrikus (1990, p.14 cited in Batubara, 2009) in his book which is entitled Rhetoric, he confers definition that is not much different from the opinion of Mahmud who said that the sermon (khutbah) is as the art of speaking either can be achieved based on natural talent (talent) and skills. Art of talking means not only to speak fluently without any clear way of thinking and devoid of content, but rather an ability to speak briefly clearly, concisely and impressively. Furthermore Ad-dairi (1995, p.155 cited in Batubara, 2009) sermon is recommended speaking in front of the general public with the satisfaction and contained an invitation, it is an art of recommended speaking.

2.5 Friday Sermon

According to Yulianti (2010) Friday sermon is an order to provide advice as the advice given to the Friday congregation, Friday sermon is one of the strategic media for the Islamic da'wah, because it is routine and must be attended by the Muslims in congregation. In addition based on Ponpes Al-badar (2013) a Friday sermon is the word consist of mau'idah hasnah and tausyiah related to religious demands which is uttered by the preacher with specified requirements based on Syara' and it becomes pillar when Friday prayer is performed. Friday sermon is part of implementation of the Friday prayer. because it was said that sermon is half-prayer on Friday. It equals to 2 rakaat during Dhuhur is being performed. meanwhile, Friday sermon substitutes Dhuhur with the amount of 4 rakkat.

2.6 Pillar of Friday sermon

Pillar of Friday sermon is the legitimated requirements for Friday sermon, there are five pillar of Friday sermon. Pillar of Friday sermon is very important because it is compulsory, thus if a person is left behind just one pillar, the sermon is not legitimated

- a. Hamdallah: It is when Friday sermon is about to begin, a prasié for Allah should be uttered called Hamdallah. For an example: “Alhamdulillah or Innalhamdulillah. At least, the name of Allah or called Lafaz Allah should have existed.
 - b. Shalawat : a praise for the prophet Muhammad that should be clearly uttered eventhough there is no word “Shalawat”. For an example: Ushali ala Muhammad or as shalatu ala Muhammad. However, It can be substituted from Muhammad to Ahmad whose name is written in Al-Quran. It is all the same both using Muhammad or Ahmad.
 - c. Washiyat Taqwa: an important parts of pillar during Friday Sermon. The aim is only persuading Muslim to do Allah’s will. Az-Zayadi states that Wasyiat is sequences of God’s command that is have to be implemented and all of His prohibition is not allowed to do. In addition, Al-Ramli vies that it is an exclamation to fear of God. The two Lafaz can be even freer and freer. Example: “You shall fear of Allah or Let us fear of Him(Allah) and be obidient!
- The three pillars such as Hamdallah, Shalawat or Washiyat Taqwa should be included in the Friday sermon per session.
- d. Reading Al-quran verse is an important part that is conducted in pray session. One verse, at least, is to be read that has contextual meaning. It does not depend all on the theme but preacher’s choice.
 - e. A prayer for Muslim when the second session begins.

Yulianti (2010)

2.7 Genre analysis of Friday sermon

Soepriatmadji (2009) states that the sermon texts are analyzed by using framework in communicative purposes and applied either in Indonesia or English. Based on the conceptual framework that offered by Eggins(1994) and Slade(1997) cited in Soepriatmadji 2009, p. 176), the genre model analysis was developed. Schematic Structure Analysis and Lexico-grammar Analysis.

The Schematic Structure Analysis has several steps as follows:

- Recognizing the segments
- Defining the communicative purpose of the segment
- Dividing the sermon text into constituent stages on the basis of Functional Criteria:
- Specifying Obligatory stages

This final report used case study methodology. Based on Yin (2003) a case study is a story about something unique, special, or interesting stories. They can be about individuals, organizations, processes, programs, neighborhoods, institutions, and even events. Data collection and analysis need to apply tringulation principles data was taken from limited population, so they are in the threats of validity and riliability to improve the data the researches need to do tringulation that is the data collection and analysisi must be done in at least two ways.

2.8 Framework

The following framework was purpose by Addison and Chenghong that cited in Soepriadmadji (2009). The writer used this framework because this framework is the way of speaker to find the communicative purpose of sermon and this framework may use by all the preachers.

- **Thematizing the sermon**

This sub purpose from the sermon title can be well recognized so that is the reason for labeling the title. Addison (1999 cited in Soepriatmadji 2009) points out that a title tells you what the text is about, that is an important thing to take a note. By identifying that, the audience can guess what the content like is about. Also, being the Master of Our Tongue can help the speaker to differentiate the content of sermon from another religion.

- **Praising Allah, it affirms that there is no god but Allah and that Muhammad is His Prophet, Islam followers are reminded to have taqwa(devote) and to pray for safety and prosperity.**

In the opening prayer in order to begin and to end in each sermon, the followers should realize and express them culturally using Arabic and label with the term, Opening and Closing Prayers. Syafi'i states that, both in opening and closing sessions of a sermon, should convey several prayers.

- **Embodying an interpersonal attitude of the speaker to audience**

This sub purpose functionally refers to addressing and the use of vocatives such as “ My brothers in Islam”, are very common. As a khatib uses this kind of vocative, he not only intends to address (Halliday, 1994: 54 ; 54; Eggins, 1994: 65 cited in Soepriatmadji 2009), he also shows his participation or solidarity to Jama'ah(Brown and Levinson, 1987: 107)

- **Demanding either the listener or the listener himself, or performing some exchanges of goods and service.**

This sub purpose functionally refers to an appeal. In linguistic, the word appeal is commonly for demanding either the listeners or speaker and performing the goods and the service. Based on those sentences demanding and performing the goods and the service are likely found in marketing field but in this case, they can be applied in the sermon that negotiate each other and result feedback in a

dialogue. In the study, both khatib and jama'ah intend to act in which accords to Islam teaching, such as Quran, and Hadiths. Envisage this following example : “Have Taqwa in Allah S.w.t who bestowed upon you a blessings...”. Then, jama'ah are willing to follow with the proposal delivered based on Jussive type”Have”.

In other hand, In the appeal, it will be “May Allah protect us from this group”. This is rather different from the previous one that the proposal is obviously like the prayer he may comply with. The synonym for “May” in the appeal is “Let us”

- **Capturing the audience’s attention to what is supposed to be presented in body of the sermon.**

The content of the sermon in proposition recognize this sub and it intends to draw the attention from the jama'ah. Cheong(1999, p.51 cited in Soepriatmadji 2009), this purpose is labeled as Gambit. An Example: “Why is this so? Why are we reminded every week to have Taqwa to Allah? It is because, the iman of each individual can increase and decrease. Each person’s Taqwa os the key thatdetermines if the Iman of an individual is high or low. That is a reasoned thing that the Jama'ah should be continously reminded to boost Taqwa to God. Thus, Friday is a day in which to boost one’s faith.

- **Introducing the sermon’s body**

The opening stage of the sermon is connected to the body in a proposition. It realizes in this sub purpose. Here is an example: “how can we increase our Taqwa to Allah? What are the characteristics of person who has Taqwa?” So this purpose is used to label (Cheong, 1999, p.52 cited in Soepriatmadji 2009). Due to the body, the preacher should provide some example that relates to the opening.

- **Relating the sermon's subject to the scripture**

This sub purpose is labeled Relation to Scripture. The presentation of some verses of the Quran realizes in the sermon text. The percentage for verbal process is 84,62% and Circumstantial Adjunct is 58,97%. Verbal process and Circumstantial Adjunct are used to qualify that this is valid. Example: "Allah brings forth these in the verse 18.

- **Presenting the meaning of the Scripture written in Arabic**

The Relational Process refers the translation, "means" for an example: "it means: No any word that is said but Raqib and Atid, the angel of God records. It is also presented between quotation marks and by that way, it will help the jamaah to understand the Arabic verses.

- **Explaining a proposition (or some part of it) being presented in gambit, transition or scripture by expanding it**

This sub purpose refers to Explanation and provides some examples, clarifications and detailed informations in order to see the point easier. The elaboration, extensuin or enhancement are in the realization of the sub such as "These, therefore, are the charateristics of those who piety and taqwa. It is not only to preparing for a challenge of life but also mastering all situations of life.

- **Giving judgement, opinion, or description on an event person**

This purpose refers to Evaluative Comment. It has semantic properties that the example can be expressions of attitude or comments and expressions of incredulity

2.9 Schemantic Structure

On the basis of functional labeling, the Schemantic consists of several constituent stages that the sermon text are divided into and it produces the pattern. The pattern could be either actual or potential realized. Here are the examples of

linear description of the schemantic structure of a sermon text : **T ^ OP ^ Add ^ App ^ G ^ Add ^ Tr ^ RS ^ Trl ^ E ^ RS ^ Trl ^ E ^ RS ^ Trl ^ E ^ RS ^ Trl ^ EC ^ RS ^ Trl ^ EC ^ RS ^ Trl ^ App ^ EC ^ Add ^ RS ^ Trl ^ App ^ CP**. The caret means is followed by. T is Title. OP is Opening Prayer. Add is Address. App is Appeal. G is Gambit. Tr is Transition. RS is Relation to Scripture. Trl is Translation. E is Explanation. EC is Evaluative Comment, and CP is Closing Prayer.

2.10 Puritan Sermon

The writer used puritan structure because puritan structured sermon is mostly used by the preachers, and puritan structured sermon has general characteristic, so it could be understood by the audiences.

The word of Puritan is not only to the one who is apostated from the Church of England accompanied with the Act of Uniformity in 1662, however some different generation after the end of Reformation in a certain district, Britania and North America was trying to reform and to purify the church and to lead back human to the Bible, as being pious, to defend its consistence the doctrin concerning a blessing. Based on the explanation, Puritan is a movement which aimed to lead the christianity back to the Bible and the holy living as human has truly repented. As conquency, the main news. Purwanto (2006, p.29)

According to Torino (n.d. cited in Miller 1978) the Puritan sermon is gouted as brief as possible from the Holy Bible. The text is elaborated based on the situation at that time and it is made very logically. The puritan sermon is conducted with several steps first, preparing the material and indicating the text that the priest are going to present, and mastering them. The next step is offering adherents to ask questions. Finally, the preacher closes the sermon.

This study adapted **Structure of a Puritan Sermon** developed by Torino (n.d. cited in Miller 1978). to analyze the sermons. The five main moves of the sermon are epigraph, doctrine, reasons, application, and epilogue.

a. Epigraph

- ❖ **Grammatical reading** : Reading the original text from holy book.
- ❖ **Logical meaning** : Explaining about the original text from holy book.
- ❖ **Figurative meaning** : Implementing doctrine in real life.

b. Doctrine

- ❖ **Breaking down the topic** : Dividing message of sermon into some parts.
- ❖ **Demonstration of scriptural evidence** : Demonstrating the real evidence based on the holy book to human behaviour

c. Reasons

- ❖ **Establish the validity of the doctrine** : Strengthen explanation logically.
- ❖ **Why listener should be convinced** : Present the reason why the listeners must believe the doctrine.

d. Application

- ❖ **Personal life** : State that the doctrine is applied in one's own personal, spiritual, and family life.
- ❖ **Community and world** : State that the doctrine is applied in community and universal.

e. Epilogue

- ❖ **Emphasis of arguments** : Persuade and reconfirm the statement of the main point of argument.
- ❖ **Call to action** : Stimulate the congregation when they are aware of life problem.
- ❖ **Emotional appeal** : Consider the doctrine which the truth is unassailable for the congregation.