

FINAL REPORT

RHETORICAL REPRESENTATION OF ETHOS IN CEREMONIAL SPEECHES OF FOUR WORLD'S GREAT FIGURES



To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya

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APPROVAL PAGE

The Final Report titled:

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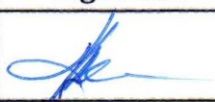
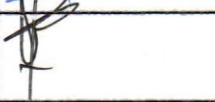
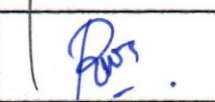
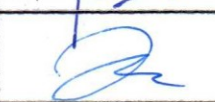


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VALIDATION PAGE

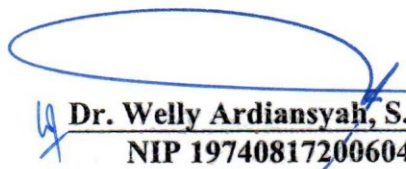
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PLAGIARISM-FREE DECLARATION

I the undersigned,

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

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Palembang, 26th June 2026



Nabila Azizah Az-Zahra
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PREFACE

First of all, the writer would like to express the greatest thanks to Allah SWT for giving the health, strength, and opportunity to finish this final report entitled “Rhetorical Representation of Ethos in Ceremonial Speeches of Four World’s Great Figures.” This final report was submitted to fulfill one of the requirements to complete the Diploma III Degree of the Language and Tourism Department at State Polytechnic of Sriwijaya.

The writer would also like to express the sincerest gratitude to the advisors, Mr. Moehamad Ridhwan, S.Pd., M.Pd. and Mr. Beni Wijaya, S.Pd., M.Pd., who have provided a lot of knowledge, valuable advice, and continuous support throughout the process of completing this report. The writer realizes that there are still some mistakes in writing this final report; therefore, the writer welcomes constructive criticism and suggestions from the readers to help improve this work. Hopefully, this final report can provide useful knowledge and be beneficial, especially for the students of the Language and Tourism Department at State Polytechnic of Sriwijaya.

Nabila Azizah Az-Zahra

ABSTRACT

This study investigated the representation of ethos in ceremonial speeches and examined how professional sectors influence the construction of rhetorical credibility. Using Aristotle's ethos framework, a qualitative approach, and rhetorical analysis, the study analyzed four ceremonial speeches delivered by John F. Kennedy, Barack Obama, Steve Jobs, and Oprah Winfrey. The data were collected from official speech transcripts and analyzed through a qualitative coding framework based on four operationalized ethos dimensions: Competence-Practical Wisdom (COMP-WIS), Character-Moral Virtue (CHAR-VIRT), Character-Empathy and Resilience (CHAR-EMP), and Goodwill-Sincere Care (GOOD-CARE). The findings revealed that political leaders primarily constructed credibility through competence, moral virtue, and collective responsibility, whereas figures from the technology and media sectors relied more heavily on personal experience, empathy, resilience, and audience-oriented goodwill. Despite these differences, all speakers employed goodwill as an important strategy for strengthening audience trust. The study concludes that ethos is a flexible and context-dependent rhetorical resource shaped by professional identity, audience expectations, and communicative objectives.

Keywords: *aristotle's rhetoric, ceremonial speech, ethos, rhetorical representation*

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