

FINAL REPORT

AN ANALYSIS OF PERSUASIVE AND ARGUMENTATIVE LANGUAGE IN BILL CLINTON'S SPEECH AT DEMOCRATIC NATIONAL CONVENTION



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

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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2026**

APPROVAL PAGE

The Final Report titled:

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NATIONAL CONVENTION** prepared by Fauzan Dwi Purdani (NIM
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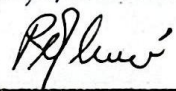
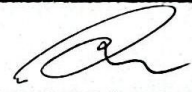
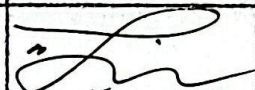


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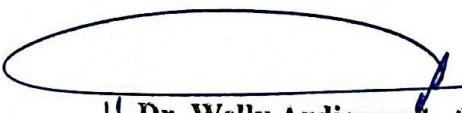
VALIDATION PAGE

The Final Report titled:

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CONVENTION** prepared by Fauzan Dwi Purdani (NIM 062330901806) has
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PLAGIARISM-FREE DECLARATION

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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.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 23rd June 2026



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PREFACE

First and foremost, the writer would like to express gratitude to Allah SWT. For the blessings and guidance to finish this final report entitled “An Analysis of Persuasive and Argumentative Language in Bill Clinton’s Speech at Democratic National Convention”. This final report is submitted to fulfill one of the graduation requirements for the D-III English Study Program at Language and Tourism Department of Politeknik Negeri Sriwijaya.

The writer would also like to thank the advisors, Mrs. Dr. Dra. Nurul Aryanti, M.Pd and Ms. Mutia Nasution, M.Hum. who have provided a lot of knowledge, advice, and support. The writer realizes that there are still some mistakes in writing this final report, so the writer hopes the criticism from the readers can help the writer improve this report. Therefore, this final report can be beneficial for those who need it, especially for the students of the Language and Tourism Department in Politeknik Negeri Sriwijaya.

Fauzan Dwi Purdani

ABSTRACT

This study aimed to analyze the persuasive and argumentative language used in Bill Clinton's speech at the 2012 Democratic National Convention and determine the dominant types employed throughout the speech. This research employed a descriptive qualitative method. The data were collected through documentation by analyzing the official transcript of Bill Clinton's speech. The persuasive language was identified, classified, and analyzed based on Aristotle's rhetorical theory, consisting of ethos, pathos, and logos, while the argumentative language was analyzed using Toulmin's model, consisting of claim, ground, warrant, and backing. The findings revealed a total of 18 persuasive language elements, comprising 5 ethos, 5 pathos, and 8 logos. Logos emerged as the dominant persuasive type, indicating that Clinton primarily relied on logical reasoning, statistical evidence, and factual explanations to strengthen his political messages and persuade the audience. In addition, the study identified 18 argumentative language elements, consisting of 5 claims, 5 grounds, 4 warrants, and 4 backings. Claim and ground were the most frequently used argumentative components, demonstrating that Clinton consistently supported his arguments with clear positions and relevant evidence. In conclusion, the findings demonstrated that the speech effectively integrated persuasive and argumentative language, with logical reasoning serving as the primary strategy to strengthen political messages and influence public opinion.

Keywords: *argumentative language, bill clinton, persuasive language, political speech*

ACKNOWLEDGEMENT

First and foremost, the writer would like to express his deepest gratitude to Allah SWT for His endless mercy, guidance, and blessings, enabling the completion of this report. The writer also wants to acknowledge and sincerely thank the following individuals and parties:

1. My beloved parents and siblings, who have given prayers and blessings as well as very great support all this time.
2. Dr. Welly Ardiansyah, S.S., M.Pd. as the Head of Language and Tourism Department.
3. Mr. Ahmad Iman Mulyani, M.I.Kom. as the Secretary of Language and Tourism Department.
4. Ms. Wirda Ningsih, S.Pd., M.A., as the Head of Study Program of D-III English Study at Language and Tourism Department
5. My advisors, Mrs. Dr. Dra. Nurul Aryanti, M.Pd and Ms. Mutia Nasution, M.Hum. Thank you for your advice, suggestions, support, and time in handling me patiently.
6. My beloved partner, K, who always shares endless support and helped me in finishing this final report.
7. The FULL (Deasyntia, Ahlul, Akbar, Farel, Mufid, and Rifki) the writer's best friends, for being very supportive, laughter, shared efforts that have made the process easier and more enjoyable.
8. LERR UNITED, for their support and memories that made this journey easier.
9. My classmates in 6BC and others who cannot be mentioned one by one.

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