

LEXICO SYNTACTICAL CHOICE OF WORLD HEALTH ORGANIZATION SPEECH ABOUT COVID-19

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Abstract

This research is considered as the phenomenon of lexico syntactical choice used by Dr. Tedros as director of WHO. He gives reports about of Covid-19. Therefore, the speech is very important to understand the meaning. However, it is often the listener and reader who have difficulty discussing the types and meaning. He delivered formal speech. Therefore, this study is very interesting to discuss because Dr. Tedros used lexico syntactical choice in his formal speech. This research employed a descriptive qualitative method. The main instrument was the researcher himself. The data were taken official website in www.who.int. This research uses content analysis method which examines the discussion. To achieve the trustworthiness, the data were triangulation. The result, Dr. Tedros employs 3 types of lexico syntactical choice from 7 types by Arp theory in his speech. They are metaphor, hyperbole, and personification. In metaphor, Dr. Tedros makes indirect comparison between two objects. He uses hyperbole occurs 9 times, Dr. Tedros deliver his statement with different way, sometime he uses same and repeat word to outrageous exaggeration of an object's attribute used to magnify a fact. Personification appears with same meaning because most of personifications that use by Dr. Tedros use abstract word to give human activity.

Keywords: Lexico Syntactical Choice, Metaphore, Hyperbole, Personification

Abstrak

Penelitian ini dianggap sebagai fenomena pemilihan sintaksis leksiko yang digunakan oleh Dr. Tedros selaku direktur WHO. Dia memberikan laporan tentang Covid-19. Oleh karena itu, tuturan sangat penting untuk dipahami maknanya. Namun seringkali pendengar dan pembacanya mengalami kesulitan untuk membahas jenis dan maknanya. Dia menyampaikan pidato formal. Oleh karena itu, kajian ini sangat menarik untuk dibahas karena Dr. Tedros menggunakan pilihan sintaksis leksiko dalam pidato formalnya. Penelitian ini menggunakan metode kualitatif deskriptif. Instrumen utama adalah peneliti sendiri. Data diambil dari situs resminya di www.who.int. Penelitian ini menggunakan metode analisis isi yang mengkaji pembahasan. Untuk mencapai trustworthiness dilakukan triangulasi. Hasilnya, Dr.

Tedros menggunakan 3 jenis pilihan sintaksis leksiko dari 7 jenis menurut teori Arp dalam pidatonya. Mereka adalah metafora, hiperbola, dan personifikasi. Secara metafora, Dr. Tedros membuat perbandingan tidak langsung antara dua objek. Dia menggunakan hiperbola muncul sebanyak 9 kali, Dr. Tedros menyampaikan pernyataannya dengan cara yang berbeda, terkadang dia menggunakan kata yang sama dan berulang untuk melebih-lebihkan atribut objek yang digunakan untuk memperbesar fakta. Personifikasi muncul dengan makna yang sama karena sebagian besar personifikasi yang digunakan oleh Dr. Tedros menggunakan kata-kata abstrak untuk menggambarkan aktivitas manusia.

Kata Kunci: *Gaya Bahasa, Metaphor, Hiperbola, Personifikasi.*

A. Introduction

Language is the main means in communication, whether private or mass communication. The language can be verbal or non-verbal. Verbal language is the one which employs words. In verbal language, the words are either spoken or written. On the other hand, non-verbal language does not employ words at all. It uses sign to communicate. Without any word, the sign explains what is being communicated. The scientific study of language is called linguistics. According to Matthews (2005: 24) linguistics is concerned with the lexical and grammatical categories of individual languages, with differences between one type of language and another, and with historical relations within families of languages. Like any other disciplines, linguistics has been divided into numerous subfields, for example applied linguistics, cognitive linguistics, historical linguistics, etc. Applied linguistics is still divided into language acquisition, discourse analysis, and stylistics.

As a branch of applied linguistics, Simpson (2004: 2) explains that stylistics is concerned with the study of style in texts, especially in literary works. Although the preferred object of study in stylistics is literature, many other forms of discourse such as advertising, journalism, popular music or speeches often display a high degree of stylistic features. The techniques of stylistic analysis are scrutinizing the linguistic structure and function to help understanding literary texts and other forms of discourse. As a form of discourse, a speech shows stylistic dexterity. Stylistics is able to reveal the speaker's style in delivering the speech through the language used. Stylistics in a speech evaluates the word choices, the sentence arrangements, the intonation and the gesture which determine the speaker's style.

Figurative language can be called lexico syntactical choice. It is change from the ordinary manner of expression, using words in other than their literal sense to enhance the way a thought is expressed. According to Wren and Martin (1995:297), figure of speech is a departure from the ordinary form of expression, or the ordinary course of ideas in order to produce a greater effect. Figure of speech conveys

meaning that cannot be expressed exactly. A speech is a mass communication using spoken language by a person as a speaker to a large number of people as audiences. In order to be well transferred to the public, a speech usually employs a great number of vocabularies in it. Moreover, a speech must have a certain theme to deliver. The theme is closely related to the types of the speech. The types of the speech can be seen from the goals. They are to inform, instruct, entertain or persuade. For example, Barack Obama Speeches in his second inaugural address, eventhough it is formal situation, but he uses many lexico syntactical choice in his speech to make the audience enjoy with his speech. Another example of speech is a persuasive speech; kind of speech is usually delivered during the event that needs some directives for other people. The most common example of this speech is about covid-19 that delivers by Dr. Tedros as director of WHO during the pandemic of covid-19, the director delivers a speech to inform his intentions as a WHO. Although, it is formal speeches, but he uses lexico syntactical choice for his speech to make the audience enjoy and understand with his mean. He is using the lexico syntactical choice because these lexico syntactical choices are often shown in Dr.Tedros for a more relaxed feel.

Dr. Tedros Adhanom Ghebreyesus has delivered formal speeches about covid-19 during pandemic every weeks, the researcher chose 4 speeches that are very memorable because he invited many colleagues of the WHO organization to discuss world safety. Therefore, the researcher raised the topic of lexico syntactical choice because it is very important to know what types lexico syntactical choices are used by Dr. Tedros. On the other hand, Dr. Tedros delivered his speeches with a certain meaning. It feels strange if Dr.Tedros report about an important speeches but we cannot understand the meaning of contain. In this research, the researcher chooses Dr. Tedros Adhanom Ghebreyesus's speeches about covid-19 as the object of the research.

The Director General of the World Health Organization (WHO), Dr. Tedros Adhanom Ghebreyesus, began his term of office five years ago. The former Ethiopian health and foreign minister was the first African elected to lead the organization. Currently, Dr. Tedros Adhanom Ghebreyesus has delivered many speeches about Covid-19 to persuade the lives of people in the world. Covid-19 disease (Coronavirus) is an infectious disease caused by a newly discovered Coronavirus. Most of people infected with the Covid-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people and those with underlying medical problems like cardiovascular disease and cancer are more likely to develop serious illness. The best way to prevent and slow down transmission is be well informed about the Covid-19 virus, the disease it and understand those speeches.

In this research, the researcher chooses WHO's speech about covid-19 that

deliver by Dr. Tedros Adhanom Ghebreyesus as the object of the research. Since it is WHO's speech about covid-19 is the current attracts people's attention worldwide. Therefore the speech is so useful for people in the world because the content is important to know the meaning of style that has used, and also how prevent the virus and how we identify the virus in life. Nowadays, People in the world give comments about these phenomena in television, newspapers, and any other media. The major reason for choosing this topic is that there is still limited discussion about stylistics especially for lexico syntactical choice in speech in English Department. In other discussions of stylistics, most students choose literary texts such as poem, poetry, lyric of songs, novel or drama as the object of the research.

B. Method

This research employed a descriptive qualitative method, it emphasized on describing the use of lexico syntactical choice in Dr.Tedros Speech about covid-19. The main instrument in this research was the researcher himself. The data were taken from script on official website in www.who.int. This research uses content analysis method which examines the discussion of the contents of written or printed script information in mass media. To achieve the trustworthiness, the data were triangulated by validator who expect with lexico syntactical choice.

C. Result and Discussion

Result of the finding

a. Types of Lexico Syntactical Choice

In this part, the researcher concerns to reveal and explore the lexico-syntactical choice. The speaker applied in his speech some lexico- syntactical choice that determined as a language that cannot/ should not be taken literally; it is used as a way of saying something other than the ordinary way Arp (in Perrine, 1984: 62) The figures of speech used are mostly metaphor, personification, and hyperbole.

1) Metaphor.

Arp (in Perrine, 1984: 62) says that metaphor is a figurative language used when we want to make indirect comparison between two objects. Metaphoric language is used in order to realize a new and different meaning. As an effect, a metaphor functions primarily to increase stylistic colorfulness and variety. Meaning of finding is, Dr. Tedros use lexico syntactical choice like this to express

indirect comparisons of children, nowadays and in the past, the word "flower" illustrates that childhood is as beautiful as flowers, but the beautiful picture is erased by "concrete garden" because beauty is trapped because it only grows in a concrete garden. Meaning Dr. Tedros chooses to use this statement to reinforce the readers' imagination of the world of children.

- a) *The children were flowers grown in concrete garden.*
(7/MET/1)

2) Hyperbole

Arp (in Perrine, 1984: 102) hyperbole is an outrageous exaggeration of an object's attribute used to magnify a fact or emotion to make an emphasis of its importance. Dr. Tedros uses hyperbole about occurs 9 times, Dr. Tedros deliver his statement with different way, and sometime he uses same and repeat word to outrageous exaggeration of an object's attribute used to magnify a fact.

- a) *And climate change poses an existential threat to **every child's health and future in the planet**. When climate emergencies strike, children suffer the most. (2/HYP/1)*
- b) *The health of **children everywhere** is at risk. We can do more, and we must do more. (4/HYP/1)*
- c) *At the very least, we can slow it down and **buy time**. (5/HYP/1)*
- d) *Thank you for the opportunity of joining you today, and I'd like to express my gratitude to the Russian Federation for convening this **very important** event, **under very difficult** circumstances. (8/HYP/2)*
- e) *The restrictive measures governments are implementing are already having a massive impact on **all livelihoods in the world**. We must plan for and take appropriate measures to alleviate the economic impact of the pandemic. (10/HYP/2)*
- f) *Around the world, **more and more** countries— including the Russian Federation – have enshrined the right to health in their constitutions. And more countries are enacting laws to make that right a reality. (14/HYP/2)*

- g) *We're especially concerned about the potential impact of the virus in countries that **have suffered from years of conflict and fragility**. The Eastern Mediterranean still has an opportunity to slow the transmission of COVID-19 – but the window is rapidly closing.(15/HYP/3)*
- h) *The COVID-19 pandemic is **the most severe global crisis** since the Second World War. More than 8 million cases have now been reported to WHO, and more than 440,000 deaths. The pandemic is accelerating.(17/HYP/4)*
- i) *More than 8 million cases have now been reported to WHO, and more than 440,000 deaths. **The pandemic is accelerating**. (18/HYP/4)*

3) Personification

Personification is a figure of speech in which human characteristics are attributed to an abstract quality, animal, or inanimate object: Personification appears with same meaning because most of personifications that use by Dr.Tedros use abstract word to give human activity.

- a) *But this **rosy picture masks shocking** inequalities and injustice. (1/PER/1)*
- b) *Second, For **history tells us** that we must strengthen primary health care, ensuring children, women and families everywhere can access the quality services they need. (3/PER/1)*
- c) *Only together can we build a **future** that is truly fit for children, that **protects** their planet, their health, their rights. This is what we mean by Health for All. (6/PER/1)*
- d) *As **countries** are **worked** to contain and mitigate the virus, many social challenges are arising, which require legal, regulatory and ethical responses.(9/PER/2)*
- e) *COVID-19 is disrupting our societies, but it cannot, and must not, **shake our foundations**. History will judge us not only on whether we get through this pandemic, but the manner in which we did so. (11/PER/2)*

- f) . **History will judge us not only on whether we get through this pandemic, but the manner in which we did so. (12/PER/2)**
- g) **One day – hopefully before too long – this crisis will exist behind us. But billions of people will continue to face their own personal health crises every day (13/PER/2)**
- h) **Even as we work together to fight the pandemic, we must also listen to the lessons it is teaching us. (19/PER/4)**
- i) **The world is now realizing that this is the case. It can foster improvements in health and wellbeing. (20/PER/4)**
- j) **but you cannot do it alone so continuing with the whole of government approach will be very important to beating this virus.(16/PER/3)**

**b. Meaning of Lexico Syntactical choice
Discussion of the Result**

1) Metaphor

It rarely appears in 4 speeches delivered by Dr.Tedros, metaphor is only in speech that was published 19 February 2020. The title of this speech is WHO Director-General's speech at the launch of the WHO-UNICEF-Lancet Joint Commission report, A future for the world's children. The meaning of the metaphor used by Dr.Tedros is comparing children in pandemic covid-19 as difficult as flowers that grown in a concrete garden. However, it refers to the children's struggle develop in this pandemic. By saying metaphor, Dr.Tedros seems to give an impression that the lives of children like flowers will be bad because of the Covid-19 pandemic. They will find it difficult to grow because it is described as "Developing in a concrete garden". Pandemic Life at this time, all people still learn and play at home. In employing metaphor, Dr.Tedros states two objects being compared, Dr.Tedros mentions the metaphor one times in his speeches about covid-19.

In this metaphor, he reveals the destinations of the children live

in pandemic covid-19 which becomes effect of this crisis. Children are very affected because of this crisis, therefore Dr. Tedros describes the lives of children who are beautiful, cheerful and happy as flowers, and the crisis pandemic covid-19 is depicted in a concrete board that is difficult to move and cannot be free. Dr.Tedros infrequently to make indirect comparisons of two things or objects, the researcher just finds one metaphor. Both objects being compared are seemingly unrelated. Therefore, Dr.Tedros uses metaphor to realize a new and different meaning. By employing metaphor, Dr.Tedros makes variations of stating a thing.

As a result, he can avoid monotony and give a new enjoyment of listening to language expression. The data is relevant with Arp statement that dealing with makes indirect comparison between two objects. In employing the theory, Dr.Tedros state the two objects being compare as the example above. In short, Dr.Tedros uses metaphor in his speeches about Covid-19 in one way. However, the mentioned objects are seemingly not related to the politic or government of WHO association, but Dr.Tedros's speeches actually mean some stressed which are related to world health.

2) Hyperbole

It is used by Dr.Tedros to convince the audience of his statements, can be seen in the previous data, Dr.Tedros uses 9 hyperboles from 20 data found. Meaning of hyperbole that is used varies, such as there are 3 data using the same words as "every" and "all", 2 data repetition words, and 4 data exaggerating words. Fourth of the speeches examined by the researcher was delivering about covid-19, so Dr.Tedros used hyperbole to make it easier for the audience to imagine the effects of covid-19

As the conclusion, Dr.Tedros employs hyperbole in some ways to emphasize the point under discussion. These findings about hyperbole are relevant dealing with Arp theory that an outrageous exaggeration of an object's attribute used to magnify a fact or emotion to make an emphasis of its importance. The hyperbole exaggerates his statements. The exaggeration is used in order to achieve a grander and more noticeable description of a particular

point that importance. By achieving the noticeable description, it is expected that Dr.Tedros can convince the audience to believe and understand in what he is delivering.

3) Personification

It is the most widely used in his speech, there are 10 data from 20 data found, here all the findings from researchers are Dr.Tros used abstract words and then given the human ability to make the reader understand with his speech, Dr. Teddros uses abstract words such as history, journey and future to provide a live effect and makes it easier for listeners to understand the contents of the speech about covid-19 he delivered.

Furthermore, by giving human characteristics to an object, Dr.Tedros gives a more complete understanding of an object or a concept which is difficult to comprehend. Another purpose of using personification is to explain something and give vivid examples or images for the audience. Personification also expands the audience's knowledge about the idea that Dr.Tedros tries to deliver. In short, Dr.Tedros employs personification in speeches about covid-19 to explain a certain concept which is difficult to comprehend. As Arp says that personification is different from another figure of speech because in it poet tries to invite readers to imagine something in a literal term that changes in human form In explaining it, Dr.Tedros provides vivid examples or images by giving human qualities to non-human objects. The employment of personification in his speeches about covid-19 makes it interesting for the audience. As a result, it can increase the audience's interest and keep their attention to the speech.

D. Conclusion

Arp state stat there are eleven of Lexico Syntactical Choice, but in this research, the researcher find 3 types of Lexico Syntactical Choice. They are metaphor, personification, and hyperbole. Those types of lexical syntactical choice are found in 20 data. The most frequent type of lexico syntactical choice is personification which occurs 10 times. It means that Dr.Tedros prefers to make her speeches any inhuman objects are given the human qualities and attributes to achieve dramatic effects.

The most frequent type, there is hyperbole in position which occurs 9 times. In employing hyperbole, Dr.Tedros exaggerates something to emphasize a certain idea

being talked about. As a result, Dr. Tedros is able to convince the audience to believe in what he delivers. After that, Metaphor ranks in the third, It means that Dr. Tedros seldom to make an indirect comparison of two unrelated objects. It can be seen from the analysis that have found by researcher, the researcher just find 1 times about metaphor. The way metaphor is expressed in his speeches is by stating two unrelated objects being compared, by mentioning an object which actually refers to another object and by employing certain parable which are associated with certain objects. Through the use of metaphor in his speeches, Dr. Tedros is able to realize a new and different meaning of an object or idea.

Researchers use stylistics in analyses for meaning in lexico syntactic choices, because stylistics is a special theory analyzing the language of literary texts. In this case, the researcher concludes that, the meaning in the following three types, first, the meaning contained in metaphor for meetings which is a very dangerous and greatly improved reception for children in the world, he also provides for parents must from the heart is a child as a flower. The second is hyperbole, the meaning contained in all the findings of researchers 3 data that use the same word, 2 containing repetition of words to make it look dramatic, and the others only use words that are exaggerated to support the audience of the delivered speech is very important and useful, which is the last personification, this type most often appears in remarks by Dr. Tedros, who was examined by researchers. The meaning in data personification is to bring to life the abstract word that is intentionally linked by Dr. Tedros. This is very convincing because it can activate something to facilitate the listener to understand his speeches.

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