NOUN PHRASE HYPERBOLE ON STEVE JOBS' SPEECH

Gustaf Wijaya

English Literature, Art and Language Faculty, State University of Surabaya
Wijaya.gustaf@gmail.com

Widyastuti S.S, M.Pd

English Literature, Art and Language Faculty, State University of Surabaya
Wid_unesa@yahoo.com

Abstrak

Steve Jobs adalah salah satu pembicara terbaik di dunia. Dia mampu menggunakan hiperbola sebagai salah satu aspek yang baik dalam pidato-pidatonya. Dari transkrip pidatonya pada tahun 1997, 2005 dan 2008 (yang dianggap sebagai pidato – pidato paling berpengaruh yang pernah disampaikan oleh Steve Jobs) dapat dilihat bahwa terdapat berbagai bentuk dan karakteristik hiperbola yang digunakan oleh Steve Jobs. Frasa nomina adalah bentuk frase paling banyak bermakna hiperbole. Steve Jobs cenderung menggunakan phrasa nomina dengan skala arti yang maksimum. Ada beberapa karakteristik hiperbola frasa nomina yang digunakan pada pidato Steve Jobs. Semakin baru pidato yang diteliti, maka semakin kompleks pula frasa nomina hiperbola yang digunakan. Jobs mempromosikan produk-produknya dengan memberikan hiperbola dalam menyebutkannya, dia menambahkan kata sifat, kata keterangan atau kombinasi dari keduanya untuk melengkapi phrasa nomina tersebut.
Kata Kunci: hiperbola, majas, pidato.

Abstract

Steve Jobs is one of the best speaker in the world. He is able to use hyperbole as one of good aspects on his speech. He uses various form of hyperbole. It makes some characteristics of hyperbole that can be studied in his speeches. As on his speech in 1997, 2005 and 2008, which are considered as the most influential speech of him. In phrasal hyperbole, noun phrase is the most dominant form of phrase which contains hyperbole. Steve Jobs tends to use maximum scale of words and phrase in terms of meaning. There are several characteristics of hyperbole used on Steve Jobs' speech, Jobs recently used complex noun phrase hyperbole, he didn't let his products stand alone. He add adjective, adverb or the combination of them to precede it.
Keywords: Figurative Language, Hyperbole, Speech.

BACKGROUND STUDY

Hyperbole is commonly used in everyday speech, in expressions such as "John wrote the essay a thousand times before finalizing it" or "Mark's school bag weighed a ton". Those above statements are containing hyperbole which is also routinely used in speech. They cannot be taken for their literal value. The purpose of using hyperbole here is to emphasize a specific emotion or a reaction or to make a sentence sound impressive. The use hyperbole, can make the speech more persuasive.

Persuading people is also one of the aims in public speaking. Skill in public speaking can be an addition value to professionals. One of the best speakers in the world is Steve Jobs. Jobs gives speaks (or commonly he stated as Keynote) about the updates of his company, and also the latest products which is launched. As Carmine Gallo stated in his book, he prepared for his speech so well. He counts everything; include scripts, tones, slides etc. He is a kind of perfectionist person (see Gallo 2011: xi).

Jobs is a kind of speaker who exploits a wide range of showmanship and audiovisual effects to package his keynotes. Jobs use simple and elegant slide to support his explanation. There are bullets instead of various beauty images in Job's slide (Gallo 2011: 82). Additionally, Jobs is very calm, enthusiastic, and confident on the stage.

In the statistics which was recorded by the Google company, that Steve's presentation video is the most popular presentation in YouTube. There are around 35.000 even more video clips in YouTube, it is far more compare to the other CEO's video. Steven Paul "Steve" Jobs (February 24, 1955 – October 5, 2011) was an American entrepreneur. He is best known as the co-founder, chairman, and former chief executive officer of Apple Inc. Through Apple, he was widely recognized as a charismatic pioneer of the personal computer revolution and for his influential career in the computer and consumer electronics fields. Steve Jobs has the image of a

legend. His planning and rehearsing of keynotes provides him with constant feedback and potential to enhance his abilities even further, as Bernhard Kast said in his thesis (see Kast 2008: 39). Alan Deuchtman in a book titled "The second coming of Steve Jobs" stated that Steve is a Master that change a bore stuff like motherboard and PC's into a chain of dramatic stories (see Gallo 2011: xvii). It is important to see the hyperbole used by Steve Jobs, the form and also the significant of it.

Hyperbole

Hyperbole as a term has a long tradition; in the sense of 'exaggeration' it was already used in classical Greece. Roman rhetoricians, such as Quintilian, deal with the figure of overstatement in their handbooks and from there it has found its way into the European rhetorical tradition. It is found used in diverse sources; the *Encyclopedia Britannica* mentions love poetry, sagas, tall tales, classical mythology, political rhetoric and advertising as texts containing hyperbole, illustrating the great range of the phenomenon regarding both time and genre. Furthermore, hyperbole is not only an arcane rhetorical figure, but rather similar to metaphor, it is a common feature of everyday language use (Leech 1983:1968f.). Just like metaphor, it may be wired in the cognitive structuring of our experience: the concept of size, to which exaggeration must primarily be connected, is a very basic and salient one. Like metaphor or in conjunction with it, hyperbole thus deals not simply with the 'description' of experience, but with the understanding and, especially, the evaluation of it, i.e., the subjective importance to oneself and it thus has an important affective component.

Hyperbole is used to express something or state of condition in a bigger way than its ordinary one.

Hyperbole or overstatement is a kind of figurative language that is implies exaggeration but exaggeration in the service of the truth (Perrine, 1969:86). It means that hyperbole or overstatement is used as a means of emphasizing the truth of a statement. It is usually used to magnify a fact or an emotion, so the speaker can add the importance of the word in a way of the truth. Example (2.1) is actually a warning spoken from an older to a younger brother, but *literal* killing is certainly not an issue for either of them – and it is not clear to me what 'I'll do something to you that approximately equals killing' would mean.

(2.1) A : Ah, see if I catch you round there I'll **kill** you!

       B : Ups, Sorry.

Contextually, there is no brother that easily kills his sibling. The word "kill" appear because of the emotion by the speaker who feel inconvenient while his younger brother disturb around him.
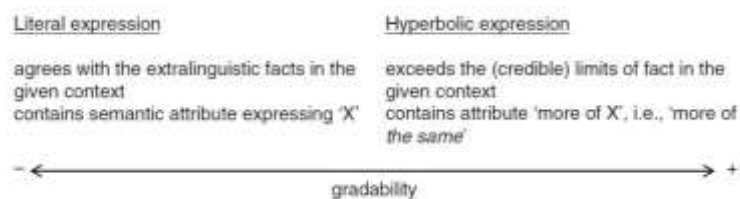

Figure 1 Preliminary definition of Hyperbole

Actually we can reveal a hyperbole from its distinction through its meaning, literal expression compare to hyperbolic expression (see Figure 2). Literal expression is always able to be related to context. The symbol (-) here means that an expression is indicated contain less hyperbole. So, in another words, expressions that agree with facts in particular context and contain a meaning that express the subject in its literal ways are not suspected as hyperbole. The symbol (+) means that the expression which contains hyperbole. It is happen when the expressions are exceeding of its literal meaning or more than what it is normally does. Hyperbole is always more of something and what 'more' precisely implies depends on the semantic content of the literal expression (Claridge 2011:11). 'Expression' here is meant to cover all of these cases. As to the type or realization of hyperbole, there are, of course, various possibilities (Claridge 2011:5).

Levinson (2000:99) mentions other 'scales' which are based on lexical contrasts but do not involve entailment; some of these may include the notion of degree, such as his example of a 'pseudo-scale' (<mountain, hill>), and are thus also relevant for exaggeration. Bolinger (1972:729) example of a synonymic degree scale is such a pseudo-scale:

Figure 2 the example of a synonymic degree scale.

Pseudo scale here is basically arranged by its synonym. Here, they are some synonym of word "failure" which based on Merriam-Webster Dictionary. Non-attainment means get nothing, while failure means a failing to perform a duty or expected action. Fizzle means fail or end feebly especially after a promising start, Flop means to fail completely. Fiasco as well as debacle means a complete failure. Disaster means a sudden or great misfortune or failure. Example 2.2 will show how synonymic scale works as hyperbole.

(2.2) "DRS disaster for Alonso while Vettel cruises to victory" [headline on elpais.com, April 21st 2013]

What is meant by disaster here, is a DRS mechanical failure that makes Alonso let his first position on that race to Vettel. The reporter uses the word "disaster" instead of "failure" to attack the reader to click and open the news, and that's what hyperbole aimed for.

PHRASAL HYPERBOLE

A phrase is a collection of words that may have nouns or verbal, but it does not have a subject doing a verb. Here, it is the particular combination of words and senses that produces the overall hyperbolic meaning. Claridge (2011:52) classified Phrasal into NP, AdjP, AdvP, VP and PP. Overall, it is mostly noun phrases that tend to carry hyperbolic meaning, in particular if one takes into account that the last three categories will very often be realized within an NP-frame as well. Example (2.4) expresses the process of a person drinking too much in the form of its potential outcome (a liver problem) in nominal, i.e., concrete object form.

(2.4)**John:"**keep off drink after a friend describes me as having **a liver of the size of New Hampshire"**.

It is an example of NP, rather than PP, as only the contrast *liver − size of New Hampshire* produces the hyperbole, while the PP would means perfectly normal in, e.g., *an island of the size of New Hampshire*.

RESEARCH METHOD

This research is a type of descriptive qualitative research. When the focus is on language description alone, such as in descriptive linguistics, the analysis is solely qualitative (Marjohan, 1998:14). The data of the study are collected from a video of Steve Job's speech and also the script of the speech itself. Since these three speech are the most influential in Job's life (PCWorld.com, 2012), the writer use 1997 Macworld speech in Boston (when Jobs declare an agreement to Microsoft), 2007 Macworld speech (when the iPhone was launched for the very first time) and Graduation Speech in Stanford University 2005 as the raw data. The tool used by the writer are video player and transcript helper tools. In this study, the writer had access on the transcript of those video. So, the writer is able to observe inside the script. Observation technique is a good technique when there are observable products and outcomes (Joan C. and Karen E. Fisher 2005:48). Claudia Claridge's theory about Hyperbole is used to answer the research question. Firstly, the writer tries to find which sentence that is suspected contain hyperbole, from the

sentence that used by Jobs. The raw data will be classified into deeper categories of Hyperbole. After identifying and classifying the sentence, then the writer described and give the argument to proof the classification. Further, the characteristics of the hyperbole used by Steve Jobs can be revealed

DISCUSSION

Some phrasal hyperboles are found in the data. There are some noun phrases that used by Steve Jobs to describe the quality of his product. Apple has several product, start from Personal computer, notebook, phone, MP3 Player and tablet. Steve has his own ways to praise how good those stuffs. As in phrase (1), it is stated to tell the audience how fast the iPhone is. Steve used **"lightning-fast machines".**It is a noun phrase. While machine (noun) is modified by lightning-fast. So, here Steve is comparing the speed of a phone with a lightning. He can used another word that related to express speed, such as fast, rapid or quick. But here, Lightning is used in order to make the audience impressed more. The next phrase came up with adjective that modify the noun. **A Sophisticated operating machine** is a noun phrase. Sophisticated literally means highly complicated or developed. Here (2) Steve put his OS beyond any OS in the world. He stated it again in (3), The Mac OS is still the best in the world. But the fact, Mac OS, in the year when Steve state it, just reach no more than 10% market share. So, although technically Mac OS is on of the best, It has to be realized that this product only reach no more than 10% market share in 2007 (see http://successfulsoftware.net/2009/01/09/macosx-market-share/).

(1) And most of all, our users. The minute you saw these lightning-fast machines, ya bought 'em.

(2) Now, why, why would we wanna run such a sophisticated operating system on a mobile device? Well, because it's got everything we need. [0:35:40]

(3) The Mac OS is still the best thing in the world.

In his phone lauching, Steve also use some hyperbolic phrase that represent the greatness of the product itself. In (4), the "**first fully usable**" is used to decribe the browser quality in iPhone. It is an example of Noun Phrase. Html Browser (Noun) is modified by first fully usable"."First" is an adjective. It firmly stated that no one has bring this kind of mobile browser before. "Fully" has a synonymic meaning with completely. Usable means capable of being used. So, Steve make sure that the mobile browser in the iPhone is completely ready to be used. In (5) Steve use "real" which can be meant as complete, ideal or genuine.

So, the browser in iPhone is completely ideal fo the user. While in (6), he stated that iPhone has the best version of Google Maps. It is also a noun phrase. Actually, the fact is that the map is just the same version with other Google maps. So, it is not in different version. It is the same with the other Google maps, but it is available in touch screen.

(4) It is the first fully usable html browser on a phone. [1:02:34]

(5) The first real Web browser on a phone. [1:15:54]

(6) Best version of Google Maps on the planet, widgets, and all with Edge and Wi-Fi networking. We're very, very happy with this. [1:15:56]

Steve also concern about how people see the development of Apple. In (7) he try to guarantee that the processor's transition in Apple is going well. He illustrated the "well" condition with two superlative expression, '**The smoothest and the most successful**". It is an example of a noun phrase. In this moment, Apple was starting to use Intel processor to replace the former processor. Talk about innovation, Steve not only use word "**leapfrog**" but he also use the phrase "**major milestone**". In (8), he use it to show that iTunes is beyond the standard. He praises it more in the end by use "it's amazing". A milestone is also an actual stone that marks the distance to a particular place. Milestone is now used to denote a significant time or occasion--a point reached in life or business. So, if milestone itself is represent a significant progress, Steve add "major" precede it to make it denote a stronger meaning. It is also an example of noun phrase, while milestone here is modified by major.

(7) - it's been the smoothest and most successful transition that we've ever seen in the history of our industry. [0:01:25]

(8) Now I'd like to tell you a few things about iTunes now that are pretty exciting. Number one, we have crossed a major milestone. We have sold over 2 billion songs on iTunes. It's amazing.

As in (9), Steve is so proud with Apple. He is also proud with the human resource inside it. He illustrated his employer in Apple as "**the greatest folks**". Folks can represent a group of people. It is also more expressive than "people". In Music, the traditional and typically anonymous music that is an expression of the life of people in a community is called as folks. Folks here is a noun, so, it can be classified it as noun phrase.

(9) And we work with some of the greatest folks to create advertising.

In 2005 speech, he sends so many messages to the graduates. One of them is about death. He stated the death as the single, the best invention of life (see 10). It is a kind of Noun Phrase. He described death as Life's change agent. It clears out the old to make way for the new. All graduates are the new people, as Steve illustrated it, but someday not too long from now, they will gradually become the old and be cleared away. Steve advices the audience, seize the day (before they died of course).

(10) Death is very likely the single best invention of Life.

In his biography, Steve praised some young person in Technology that had given much influence in the world globally. Steve put his respect on Mark Zuckerberg, the founder of Facebook. Steve also put his respect on Google and its founders. Although, (in recent years before his death), he criticizes Google and its Android OS. In (11), it here refers to *The Whole Earth Catalog*, which was one of the bibles of Steve's generation. It was created by a fellow named Stewart Brand. That was in the late 1960's, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and Polaroid cameras. He compares it with Google at that time. They both, as in Steve's perspective, has same idealistic soul brought by each founders. They both were also made by a neat touch. Great notion here refers to the concept that they both has.

(11) It was sort of like Google in paperback form, 35 years before Google came along: it was idealistic, and overflowing with neat tools and great notions.

Steve showed an enthusiastic statement to welcome the brand new customer of Apple. The phrase picking up lots and lots of new members of the Mac family is used to represent how enthusiast he is. He didn't say "we are accept" or "approve" or even "welcoming", instead of "picking up" a verb that sounds down to earth. He also uses the word "new member of the Mac family". Steve aimed this word to audience to show how welcome Mac is, for new user. Not just one or two new user each day, but lots and lots. The word "lots" (with s) means something that is in a very great degree. So, Steve showed to the audience the fact that many people love to use Mac so much, and this number still increase. Phrasal in (12) is an example of noun phrase, while "lots and new" modify the noun "member".

(12) We are picking up **lots and lots of new members of the Mac family**, and we couldn't be happier.

In Addition, there are some other noun phrase which are used by Steve to impress audience about his product. In (13), (14) and (15), Steve declared that iPod is the best

music player in the world, this time he praised the Nano, which is less popular than the other. The phrase "**the amazing new iPod Shuffle**" (see 14) is used to express how easy to use and handle an iPod shuffle. Phrasal in (13), (14) and (15) are classified as Noun Phrase.

(13) So, the first thing I'd like to do is give you an update about our music business. As you know, we've got the..the iPod, best music player in the world. We've got the iPod Nanos, brand new models, colors are back.

(14) We've got the amazing new iPod Shuffle. [0:05:01]

(15) The iPod, in addition to being the world's best MP3 player, has become the world's most popular video player, and by a large margin.

The iPod Nano is the world's most popular MP3 player, by a wide margin. [0:05:18]

As in (16) Steve use a phrase "**very strong lineup**". It is a noun phrase. "Lineup" is modified by "very strong" which is preced it. In (17) "**a really cool**" is used to modifies 'box' which is refers to the iPhone. Box here is associated with the capacity of iPhone. It is so huge so everything can be put in. If focus on the word that appear in the beginning of each phrase, it will be found in very (16,18), really (17), awful (19). Literally, very can be meant as actual, real, simple, plain, exact, precise, exactly suitable or necessary, absolute. Really has a synonymic relationship with very. It also means actually, truly, unquestionably. While awful is representing something which is inspiring awe, afraid, terrified, deeply respectful or reverential, extremely disagreeable or objectionable, exceedingly great. Extremely is illustrated something which is done in an extreme manner to an extreme extent. It also has synonymic relationship with awful. The last, artistically means awesome, exciting or Spectacular.

(16) Now, as I said, we had a very strong lineup of music players for this holiday season.

(17) So it's a really cool box. It works with video, music and photos. It was designed for wide-screen TVs. It's got Wi-Fi wireless networking, internal 40 gig hard drive.

(18) You can control it with this very simple remote. So let's go see a demo. [0:16:06]

(19) It was awful tasting medicine, but I guess the patient needed it.

Jobs never put the product alone, without any attribute precede it. He started to give an update about Apple's music business; he stated "As you know, we've got the iPod, **best music player in the world**. We've got

the iPod Nanos, brand new models, colors are back. We've got the amazing new iPod Shuffle. The iPod, in addition to being the **world's best MP3 player**, has become **the world's most popular video player**, and by a large margin. The iPod Nano is the **world's most popular MP3 player**, by a wide margin. And the new shuffle is **the world's most wearable MP3 player**. In conclusion of music business, he stated "Now, as I said, we had a **very strong lineup** of music players for this holiday season." Here, it clearly seen that there are catchy hyperbolic jargons for each of his music player products. Consistently he uses a **world** as a scale to ensure the audience that they had just been introduced with several world class products. When the speaker is able to touch the emotions of the audience, the messages that want to be sent will easily flow. By making the speech more artistic, the message will last longer in the audience's mind. Since the message is about all good things about product, so Audience's mind will also full filled by good perspective of the product.

In using noun phrase, the writer find that Jobs uses more complex noun phrase in 2007 than in 2005 or 1997. We can see the distance between them here:

Table 1 Noun Phrases hyperbole year-to-year uses by Steve Jobs.

Pre head		Head	Post head	
Det.	Pre-modifier	Noun	Compl.	Post.M
Data I (1997)				
	tremendous	leadership		
	tremendous	experience		
	incredible	foundation		
	incredible	Legacy		
Data 2 (2005)				
	finest	university		
	awful | tasting	medicine		
the	single | best	invention		of life
Data 3 (2007)				
	huge	heart	transplant	
the	smoothest and most successful	transition		
	lightning-fast	Machine		
	lot of lots	member		of apple family
		iPod		best music player in the world
the	amazing | new	iPod	shuffle	
		iPod	Nano	The most popular MP3 Player
A	Very | strong	Line-up		of music player
The	Coolest	Photo	Management	
The	Fully | usable | HTML	Browser		
	Breakthrough	Internet	communicator	
A	Sophisticated	OS		

It is clear that year-to-year, Jobs use more complex noun phrase in his speech. In data 1, Jobs only uses phrase like "**incredible legacy**" or "**tremendous leadership**". But in data 2, Jobs starts to use complex more noun phrase hyperbole, although it just one, "**the best invention of life**". In data 3, Jobs use various complex noun phrase, some of their use determiner, complement and post modifier.

ABBREVIATION AND ACRONYM

Det.   = Determiner
Compl.   = Complement
Post.M   = Post-Modifier
Adj   = Adjective
AdjP   = Adjective Phrase
Adv   = Adverb
AdvP   = Adverb Phrase
N   = Noun
NP   = Noun Phrase
Prep   = Preposition

GRATITUTION

May Allah be honored for His love and mercy, this journal can be complete. His deepest and most frankly gratitude is conveyed to: Mrs. Widyastuti, SS. MP.d, for the attention and advice for this journal.

CONCLUSION

This study is is focused on Noun phrases Hyperbole used by Steve Jobs in his speech. The speech that used as the raw data is the Macworld 1997, Stanford Commencement in 2005 and Macworld 2007. The writer used the hyperbole classification by Claudia Claridge. There are four forms of hyperbole, Single word hyperbole, Phrasal hyperbole, Clausal hyperbole and Numerical hyperbole. All those kind of hyperbole are found in Steve Jobs speech. In this Journal, it There are several conclusion can be taken:

1. Jobs introduce some products for several time. He uses more noun phrase than other phrase to state a product. Jobs is a kind of person that love to have maximum scale of meaning not only on word.

2. Here several characteristics of Hyperbole that used by Steve Jobs:

a. Jobs recently used complex noun phrase hyperbole.

d. Jobs didn't let his products stand alone. He add adjective, adverb or the combination of them to precede it. So, it build a noun phrase.

SUGGESTION

This study isn't aimed to critics the usage of noun phrase hyperbole by Steve Jobs, but to learn more about hyperbole usage. So, the hyperbole used in a speech isn't counted as a disaster for the speaker. There are a lot of thing related to linguistics that can explore more from Steve Jobs's Speeches. He is a type of speaker who always prepare his text before. 64 formal speeches with various purposes are ever presented in his life. It means that there are a lot of things to be studied from them. There are several suggestions for the next researcher to explorer more about Steve Jobs's Speech:

1. Rhetorical question and metaphor are some example of others figurative language. Although almost all of the speeches are related to technology, but the speeches itself didn't presented in such a kind a technical language. The diction that is by Jobs is quite artistic and contains various figurative languages. It can be related to the study of semantic, pragmatics or stylistic.

2. In the speeches, there are so many analogies that used to explain particular feature, such as "iPod Shuffle is smaller and lighter than a pack of bubble-gum". In linguistics, Analogy can be investigated as an example of rhetoric devices or as a subject for semantic research.

3. Gallo stated that Jobs is always use simple sentence (see Gallo 2011: 94). It is suggested to figure it out deeper how simple his sentences or what kind of sentence structure that he used. Those questions are related to the study of syntax.

4. It is also suggested to reveal the function of hyperbole inside the speech, by using Critical Discourse Analysis perspective.

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