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paper text:

Material Development in the Teaching of Rhetoric of Business Communication Samuel Gunawan Petra Christian University samgun@petra.ac.id Abstract: This paper is based on the author's first-hand experience in preparing taylor- made teaching materials and teaching a course entitled Rhetoric in Business Communication for students majoring in English Business Communication. Initially students were to grasp the canons of rhetoric to enable them to know the principles of rhetoric in order to be applied in the preparation of their own business speech. They were also to familiarize themselves with the forms and contents that make up various types of speechmaking such as speech to inform, speech to persuade, and speech to activate. In addition, their knowledge of textbuilding of the speech was also enhanced by examining closely and discussing some good practices in speechmaking by means of good examples of some recorded speeches as well as some relevant videocasts available on the internet. Subsequently they were assigned and assisted to prepare a text of business speech of their own with the local business content from their immediate surroundings to be finally delivered before their classmates. Key words: Rhetoric in business communication, rhetoric and language skills, mastery of text-building Introduction This paper is based on my first-hand experience in preparing taylor-made teaching materials and teaching a course entitled Rhetoric in Business Communication for students majoring in English Business Communication. From the outset, students are made aware that they should activate their four language skills such as as listening, speaking, reading, and writing. To facilitate those ends, various teaching materials were used such as video clips of speech delivery, power points and publications on the principles and application of rhetoric that were gathered from the internet sources. Video clips of business presentation done by their seniors may also provide the students with examples of good practices in business speechmaking. Theoretical Basis The five canons of rhetoric As background knowledge to the

Surabaya, 20 Mei 2019,
Foto kopi sesuai dengan aslinya :



students, they were to familiarize with the different types of speeches such as speech to inform, speech to persuade, speech to entertain, and speech to activate (Beebe & Beebe, 2005; 2009). However the main focus of the course is on business speech to inform and business speech to persuade. Then they were to familiarize themselves with the principles of speechmaking. They were to understand the five canons of rhetoric to be benefitted as guidelines of speech preparation as follows: • Invention: finding and deciding ideas and topic of the speech presentation. • Arrangement: the order of presentation. • Style: selecting appropriate ways of expressing ideas. • Memory: recalling information for the speaker and how to make the messages more memorable to the audience. • Delivery: presenting the prepared speech in line with the aim of speechmaking (to inform, to persuade, to activate, or to entertain). Material developments in rhetoric of business communication For the course "Rhetoric in Business Communication" that I was assigned to teach, I was inspired by Tomlinson and Masuhara (2010: 252) who convince us of the important role of local English teachers in providing locally designed materials and use them to cater for the specific needs and wants of their real students. In line with that, Cahyono (Ed., 2010) also encourages local English teachers to benefit internet resources they could have access to in order to develop their own tailor-made teaching materials. Some internet sources in the forms of videocasts or powerpoints can be of any use, among others, such as: ? ? ? ? The Art of Persuasion

<[http://www.youtube.com/watch?v=](http://www.youtube.com/watch?v=hHJIVRFJb6A)

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hHJIVRFJb6A> Effective Presentation

<[http:// www.youtube.com/watch?v= 6-WD4X4lKEs](http://www.youtube.com/watch?v=6-WD4X4lKEs)> Great **Opening and Closing** < [http://www. youtube.com/watch?v=](http://www.youtube.com/watch?v=)

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NyE1Kz0e—0> Speaking with Confidence (Mary Ellen Guffey)

<[http://www.google.co. id /url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved= 0CB 0QFjAA&url=http://www.calstatela.edu/faculty%](http://www.google.co.id/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CB0QFjAA&url=http://www.calstatela.edu/faculty%2Fpthomas/BUS305/ch15.ppt&ei=BO8fVMn3HoOyuATetlLoCg&usg=AFQjCNFmqssvWV6RhQo1r6Bu0-3lIGOCUw)

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2Fpthomas/BUS 305/ch15.ppt&ei=BO8fVMn3HoOyuATetlLoCg&usg=AFQjCNFmqssvWV6RhQ o1r6Bu0-3lIGOCUw> ? How to start your ownT-shirt Business (Speech to inform).

<[http://www.youtube.com/watch?v= cEI5eRqbzfl](http://www.youtube.com/watch?v=cEI5eRqbzfl)> ? Putting **the** Brakes on **the**

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Teenage Driving (Speech to persuade).

<[http://www.youtube.com/watch?v= 3L5VJ2rOltE](http://www.youtube.com/watch?v=3L5VJ2rOltE)> Some **of the**

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above materials can provide practical knowledge for the students to be applied in the preparation of their speechmaking. Relevant parts of text books on rhetoric focusing on speech to inform and speech to persuade are explained and discussed intensively in the class (Beebe & Beebe, 2009:25-41, 1125-134, 197-203, 220-233).

Teaching procedures

The following are the steps of teaching:

- Pre-teaching
 - Well-selected videocasts of speeches can become good models pertaining to the choice of content and that of expression.
 - In the case of "speech to inform", the students are to watch the videocast entitled "How to start your own T-shirt Business" (Ross, n.d.)
 - In the case of "speech to persuade", they are to watch the videocast entitled "Putting the Brakes on the Teenage Driving".
 - The students are to watch thoroughly a particular selected videocast. After that, they are to listen to the speech for the second time by simulateously examining its text.
- Whilst-teaching
 - The students are to identify the audience for their speechmaking. Some important points as guidelines are discussed using their respective chosen topics of speeches.
 - Identifying the Audience
 - Having clear information about the audience.
 - Considering specific cultural backgrounds of the audience.
 - Adjusting the speech to the audience in focus.
 - Right Focus of the Topic
 - Specific needs of audience (starting a business, better managing a business, etc.)
 - Specific event (promotion, fair, roadshow, etc.)
 - Your interests, talents & experiences that can back up your presentation in line with the audience's interest
 - Types of General
 - To inform or to persuade?
 - Purposes
 - To Inform: (teach, define or clarify) Topic - How to create your own online shop - Effective advertising ways for your small business - How to attract your customers
 - To Persuade: (change or strengthen beliefs, values or attitudes) - Face-to-face sales promotion can become more successful - Online advertising is better than traditional advertising - Selling healthy traditional snacks can become more profitable
 - Specific Purpose
 - To Inform: At the end of my speech, the audience will be able to identify - . . . (some ways of creating their own online shop) - . . . (some of the ways to advertize their small business more effectively) - . . . (some of the ways to attract their customers)
 - To Persuade At the end of my speech, the audience will be able to be influenced/persuaded - . . . to choose face-to-face sales promotion for their business - . . . to choose online advertising - . . . to choose to do a business in selling healthy traditional snacks
- Speech Organization
 - The students are to examine the speech organization of a given speech consisting of 3 broad divisions:
 - Introduction
 - Body
 - conclusion
 - Central Idea
 - The students are to write the central idea of their speeches as the most essential thought of their speeches, for example: - "You need to know 3 skills such as technical skill, conceptual skill and interpersonal skill in order to be a successful manager" (see appendix 1) - "Online advertising has a bigger chance to be seen by many people and become better means of advertising than traditional advertising" (see appendix 2)
 - Generate Main Ideas and providing supporting details
 - The central idea is developed to become the main ideas of the paragraphs of the body.
 - Developing each main idea by providing supporting details to derive completed paragraphs of the body.
- Post-teaching
 - The students are to complete their own text with the assistance of the instructor.
 - Having completed their individual texts of speeches, the students are requested to rehearse at their convenient time at home and get ready to deliver their speeches in front of their classmates.
 - Reflection
 - Having watched the videocasts on both "How to start your own T-shirt Business" as a speech to inform (Cartess, n.d.) and "Putting the Brakes on the Teenage Driving" as a speech to persuade (Anonymous, n.d.), the students' familiarity with the rhetorical principles of both types as also stated by Beebe & Beebe (2005 & 2009) became more complete.

The remaining time after the students accomplish their respective speech writing is to coach them to be able to deliver them. The whole class instruction and activities for one type speech can be designed to take several class meetings depending on the number of students in the class.

5. Conclusion

In this paper I have demonstrated that English teachers can be more creative in preparing their own teaching materials by using internet sources in order to come closer to the special needs of their local students. The teacher can enrich their teaching by combining sources of teaching materials both from the library and internet sources for the

theoretical guidelines and from Youtube for speech samples, enabling the students to build up and strengthen their rhetorical skills. * I wish to thank my students of Rhetoric in Business Communication, semester 1, 2014/2015 for insightful discussions into the theoretical tenets of rhetoric and their application in business communication, especially Rachel and Jane for allowing their samples of speeches to be referred to. References Anonymous. (n.d.) Putting the Brakes on the Teenage Driving. Retrieved Aug. 10, 2014 from <http://www.youtube.com/watch?v=3L5VJ2rOltE> Anonymous. (n.d.). Putting the Brakes on the Teenage Driving. Retrieved Sept. 5, 2014 from <<http://www.youtube.com/watch?v=3L5VJ2rOltE>> Beebe, S.A. & Beebe, S.J. 2005. Public Speaking Handbook (5th Edition). Boston: Pearson

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Cartess, R. (n.d.)How to start your own T-shirt Business.Retrieved March 1, 2013 from <http://www.youtube.com/watch?v=cEI5eRqbzfl> Dubriwny, T. (n.d). Effective Conference Presentation. Retrieved Feb. 10, 2013 from <http://www.youtube.com/watch?v=6-WD4X4IKes> Riegel, D. B. (n.d.) Great Opening and Closing. Retrieved on Sept 20, 2012 from <http://www.youtube.com/watch?v=NyE1Kz0e--0> Tomlinson, B. and Masuhara, H. 2010. Research for Materials Development in Language Learning. London: Continuum. Appendix 1: Speech to Inform Three Skills Needed to be a Successful Manager Introduction Ladies and Gentlemen, who do you think a manager is? Actually, to some extent, all of us are managers. We are potential managers. One day, we will be managers whether in a company, in a shop or in a warehouse. However, is it easy to be a manager? Or is it a big burden? Yes, it is a pleasure to be a manager, but the burden is great: it really is. There are many things you have to do in order to become a successful manager, but in this occasion I just want to focus on three things. Those three things are skills that you must possess, namely technical skills, conceptual skills and interpersonal skills. I am going to discuss them in this presentation. Body First of all, a successful manager needs to have some technical skills. A manager must have an expertise in a particular field. Can you think of a big company with all things that are computer-operated, but the manager doesn't know how to operate a computer? A poor company, isn't it? If there is something wrong, the only thing that the manager can do is to ask his employees to fix it. If it happens that an employee cheat his company, do you think that the manager knows it? I don't think so. I think sooner or later the company will be bankrupt because the manager cannot operate the computer. So, in this case, a manager needs to have some skills in accounting, computer, designing, etc. At least, the manager should have some skill which is important for his or her company. Another thing is that a manager should know well all the procedures needed in his or her company. If there is something wrong, who will take care of and solve the problem? And then who will be in charge of doing the follow up? Also, if the company needs to inform important issues, how does the information flow? How is the organization's structure in his or her company? Not only that, if the company needs to send something to other companies, what particular things do they need to consider? How is the contract conducted between these two companies? So, a manager must really understand the procedures in his or her company, if not, there will be some confusion in the company. As a result, it will bring about big impacts on the company's image. Next, besides having some technical skills, a manager must have some conceptual skills. A manager should think logically and critically. What does "logically" mean? What does "critically" mean? "Logical" means something that makes sense. "Critical" means deep. So, if a problem arises, a manager must be able to know how it is related to another problem, how it can affect another aspect if he or she does plan A. Not only that a manager should really understand what actually the main problem is. Sometimes a manager only notices the surface of the problem. For example, if there is an employee stealing in his company, he should know what is actually behind that? What motives made him steal in his company? Why is it needed to know? Because it is related to our next point. Not only think logically and critically, a manager must know how to solve the problem. The most important thing that a manager should do is to controll and to manage

all things in his or her company. In other words, if there is a problem, it is the manager's duty to solve it. Although the manager can think logically and critically, but if he or she cannot find the solution, it is useless. Therefore, it is important to know what the main problem is, so that the manager can give the best solution to solve it. Last but not the least, to be a successful manager, one must have human and interpersonal skills. He or she should cooperate with other colleagues. Working in a company is a teamwork. We never work by ourselves. He or she needs her subordinates and works together them. It is not an easy thing, because sometimes when people have higher positions, they tend to underestimate their subordinates. Therefore, we need to think that our employees are not our subordinates, indeed they are our colleagues. Not only cooperate with colleagues, but a manager must also motivate and encourage them. A manager will be an example for his or her employees. What he or she does will be imitated by his or her employees. If the manager does anything bad, the employees will judge and imitate the bad things. A good manager must also encourage and motivate the employees. This can be done in many ways. One of the ways is by holding a social gathering. In this event, you can share whatever you want them to know. You can share values that are needed in a job especially in your company. Keep in touch with them, so your employees know that you are a good manager for them. In this kind of event, you can motivate them and build your relationship with them.

Conclusion In a conclusion, to be a successful manager, one must have some technical skills, conceptual skills and interpersonal skills. These three things must complement each other. It is not enough that a manager only has two skills or even one skill. He or she is required to have three skills as I have mentioned above. So, the manager's leadership must be proved by actions, not only by words; and those three skills require real actions. (Rachel)

Appendix 2: Speech to Persuade

Online Advertising is Better than Traditional Advertising

Good morning ladies and gentlemen. To begin with, is there anyone of you here who runs your own business? Try to think about it, have you advertised your business effectively and efficiently? As we know, every business person's goal is to have a successful business. To have that, one of the important things to do is certainly to have a good advertising. Advertising is indeed very important, not only for small business, but also certainly for big business. No one will know how good your products are if you do not advertise it effectively and efficiently. Advertise your products effectively and efficiently here means, it should cost a little money but bring about a big impact on your business' growth. There are many ways to advertise your product, like making use of local newspaper, brochures, flyers, or billboard, which we can call as traditional advertising, the mainstream way that most people do. Aside from that, as sophisticated technology nowadays has developed, there is also an online advertising way. Online advertising here, uses internet technology to help businesspeople advertise their products. There are various types of online advertising, which could be basic text ads, online videos or large web pages load. Some of you are probably wondering which ways of advertising is the best one for your business. Here, if you want to advertise your products effectively and efficiently that does not cost a lot but may bring about a big impact on your business' growth, online advertising is definitely the best choice. Why? As we know, nowadays, there are so many people who use internet, they can easily have access to internet using their smartphone, tablet, laptop or computer. Online advertising has a bigger chance to be seen by many people and become better means of advertising than traditional advertising. It is clear that online advertising is better than traditional advertising because it saves costs, reaches wider target market, and easily connects the seller and buyer which makes it interactive and measurable. First of all, online advertising can save much cost because through internet, you can provide more information at a low cost for many people. Besides, it runs twenty four hours seven days for everyone to see. You can make use of various features of social networking media that has million users to see your ad or webpage. Using social networking will not cost you any money because all you need is an internet connection. Compared to printed brochures, you need to pay each page you are going to distribute. Besides that, on a webpage you can put the details of your product by using link features and design it attractively; while on a brochure, you

can only put little information about your products because it will be not interesting for the readers to see if there are too many words on it. Here, instead of wasting your money for traditional advertising that costs much, you are going to make much more money through online advertising. In addition, online advertising can easily help you reach wider target market of your products. Like what I have stated before, nowadays, many people can easily have access to internet using their smartphone, tablet, laptop or computer all around the world. This means if you advertise your products through internet, there will be many people that can see it. You can reach your audience globally and even easily target the potential buyers to view the ads. For example, using Facebook ads features, you can opt to display your advertisements specifically to the Facebook users that list their interests that are related to your products. For example, you run a bookstore business, then, you can display your products only to those users who have interests on books. Again, compared to brochure or billboard advertising, this way is very effective and efficient because brochure or billboard advertisements can only be seen by some people in a certain area; meanwhile online advertising can reach a lot of more people, even worldwide, through internet connection. Finally, besides helping you save cost and reach much wider target market, online advertising also can help you connect better with your customers. Online advertising is very flexible as it can become interactive and measurable. You can easily control your advertisements. Internet features will make it possible for you to make an innovation for your advertisements so that it can keep more customers; and you can even measure the success of your advertisements. Through internet, you can see the response of your audience after they see your advertisements, like in comment box. If the audience is interested in your products but still has some questions, through internet, you can interact and reply to it personally. Compared to distributed brochure, it will be inconvenient for the customers to call the contact person if they still need further information. A good example of this interactive and measurable advertising is through a video advertising feature provided by Youtube. On Youtube, you can create your video advertisement for free. Here, when viewers see your video advertisement, Youtube will count the numbers of them. Here, you can also see the viewers's comment to see whether your products are good enough or still need improvement. From this, you can evaluate your products and make use of the viewers' feedbacks for a better improvement for your business. In conclusion, online advertising that uses internet technology is the best way to help you advertise your products. Online advertising, like basic text ads, online videos or large web pages load, is better than traditional advertising, like local newspaper, brochures, flyers, or billboard, because it can save much cost, but reach much wider target market and easily connect between the seller and buyer so as to be interactive and measurable. So, if you want to promote your products and make your business become more succesful, online advertising is definitely the best choice for all of you. Thank you. (Jane) 1 2 3 4 5 6 7