

CHAPTER I

INTRODUCTION

The present chapter covers the background of the study, the statements of the problem, the objectives of the study, the significance of the study, the scope and delimitation of the study, the theoretical framework and the definitions of the key terms.

1.1. The Background of the Study

The 21st century business globalization forces businesses of all sizes to live in a very competitive climate. In order to have a long live sustainability, a corporation needs to have constant communication with its stakeholders. Constant communication demands awareness, care, and commitment to get managed to achieve the ultimate concern of the corporation. To furnish coherent and cohesion messages, the corporation necessitates to have professional corporate communication department.

The key roles of corporate communication department are;

1. To lead team members of the corporate communication department to execute all communication.
2. To develop and to implement strategic plans for the corporate communication department to facilitate the achievement of corporate vision.
3. To supervise the research, development and implementation of a communication strategy, standards and practices organizational-wide that elicit, as well as promote the ethos of the organization.
4. To analyze stakeholder research findings as part of developing a compelling vision.
5. To establish a knowledge management system to facilitate continuity at each level of the 3corporation.

6. To identify and to implement effective techniques for fostering public participation.
7. To manage relations and to build relationships with key industry media.
8. To build and to maintain strong relationships with internal and external key stakeholders to ensure proper dissemination of the communication of the organization.
9. To advance an interactive and technologically based media to build communication.
10. To take the lead in Emergency Disaster Management communication.
11. To institute personal and professional development programmes and initiatives for staff.
12. To proactively cultivate relationships with internal and external stakeholders and organizations that will promote the work and reputation of the corporation.

(adapted from Google retrieved May 19th, 2017, 08:50 pm).

Stakeholders of a corporation cover internal and external ones. The internal stakeholders of a corporation consist of primary investors, people in management and employees. The external stakeholders are suppliers, distributors, costumers/consumers, governments and non-governmental organizations. To build and maintain strong relationships with internal and external key stakeholders, corporate communication department needs to touch the minds and the hearts of the constituents. To do so, the department is required to issue proper dissemination of communication and information.

Satisfying financial and non-financial earnings received by the internal stakeholders help make them to have strong emotional ties to the corporation particularly the feeling of oneness: a solid, healthy and harmonious relationship to the corporation. The feeling of oneness, the availability of qualified products fitted prices to the target market, and the alignment with the government regulations fabricate strong identity, images, and reputation of the corporation. The corporation in particular the corporate communication department should maintain the strong identity, images, and reputation perceived by the audience and should manipulate the positive credibility by skillfully crafting apt messages to external stakeholders.

There are at least five basic components of communication in the communication cycle to be taken care: *sender, receiver, message, channel* and *feedback*. Ideally speaking a corporation as the sender of the message must have a certain amount of credibility, a certain degree of identity that creates a certain strata of good images in the minds and in the hearts of the audience as the destination of the message. The sender's certain credibility erects the trust of the constituents that the message is reliable. The corporation's credibility can be obtained from its long history, its vision and mission, its care and commitment and the availability of qualified products suited to the needs of the target market. The sender needs to carefully determine its target market and fully comprehend their characters in order to be able to craft the message intended for them.

The receivers actively decode the message, try to interpret the meanings of the message and send feedbacks concerning the message. The sender captures the feedbacks, comprehends the signals in order to know better the needs of the receivers and tries its best to fulfill the requirements. Decoding and interpreting the message, receivers may have different opinions. Active receivers relate the message with their experiences they have already had.

The message appears in many forms such as in the forms of auditory, visual, kinesthetic, olfactory/smell, gustatory/taste or any combination of them. Successful marketing and sales messages start with an understanding of audience needs. Analyzing the characters, the attitudes and the buying behaviors of the target consumers and their needs help to plan the message. It involves thinking strategically about message purposes, message desired outcomes, business results and medium choices.

A channel is a communication bridge carrying a message from a sender or a speaker to receivers or an audience. Newspaper, television, radio, and website are some forms of media channels. As a media channel used by a lot of world-wide corporations, a website is currently acknowledged as the most effective and efficient media to reach stakeholders all over the world. The web 2.0 has some characters:

online, easy to access, simple, flexible, social and participatory—meaning that an audience can give feedbacks using the websites.

The results of the decoding and interpreting the message, an audience send feedbacks to the sender as responses to the content of the message. The corporation provides a special feature called FAQs (Frequently Ask Questions) as a two-way communication tool to receive questions, complaints and suggestions from the audience, to discuss problems and to give solutions.

Corporate communication is vital for the growth and the existence of a corporation because it has important roles in establishing the corporation identity, corporation image and reputation. Van Riel and Frombrun in their book *Essentials of Corporate Communication* (2007: 63) quote Carter's description about corporate identity: "a company's identity is the actual manifestation of the company's reality as conveyed through the organization's name, logo, motto, products, services building, stationary, uniforms and other tangible pieces of evidence created by the organization and communicated to a variety of constituencies." The role of corporate identity management is to gain a favorable corporate image among key internal and external stakeholders in order to get favorable corporate reputation.

A corporation image is a reflection of a corporation identity. Constituencies catch the company's image through the presentation of name, logo and corporate vision. A well-managed corporate discourse delivered overtime and consistent may build strong consumers attachment on the corporation's brand that in the long run create strong credibility and reputation.

The corporation and the brands live in the imagination of the constituencies. Research shows that long-term customer attachment is tied to an emotional response to a product or service (Riel and Frombrun, 2007: 101). Once a corporation has established itself as an integral part of the constituencies' daily life, the relationship between the corporation and the stakeholders must be carefully treated.

Perception in business is a reality. Perception is defined as the "process by which individuals select, organize, and interpret the inputs from their senses to give

meanings and orders to the world around them"(adapted from Wikipedia retrieved on August 01st, 2017, 08:00 pm). Perception is grounded on sensation, memory, and imagination. Some important factors that influence consumers' perception are price, quality, reputation of the manufacturer, branding, packaging and some complex psychological factors. The target consumers as perceivers organize and interpret information based on past experiences and knowledge. Consumers continually synthesize all the information about a certain corporation and form perception about the corporation whether it offers values.

In Aristotle's major work, *The Art of Rhetoric* (translated by Buckley, 1995), Aristotle believes that 'Rhetoric' is the study of communication and persuasion. Dealing with persuasion, Aristotle suggests three appeals of modes of persuasion. Those are first, *ethos*, characters or credibility that holds power and authority to influence the audience due to the belief that the text is trustable and considered having less logical fallacy; second, *pathos*, the use of emotional appeals by the speaker to alter the audience's judgment; and *logos*, the use of reasoning, either inductive or deductive, to construct an argument (further explanation see chapter 1 point 1.7 and chapter 2).

The word *persuasion* is derived from the verb *to persuade*. *The American Heritage Dictionary* (1985: 926) defines the verb *to persuade* as:

1. (a) to cause (someone) to do something by means of argument, reasoning, or entreaty,

(b) to win over (someone) to a course of action by reasoning or inducement,

2. to make (someone) believe something; convince,

3. to resolve, change, or forms another's feelings or opinion, in any effective but reputable manner. In the business world, persuasion is a process in which a communicator is trying to convince an audience to change behavior or attitude towards certain products and/or services by giving information, educating, and negotiating the corporation intended meaning to the target market.

To reach the corporation's goals, Shwom and Snyder in their book, *Business Communication-Polishing Your Professional Presence* (2012: 147-155) indicate that there are three basic elements of persuasion: building credibility, constructing a logical argument, and appealing to audience emotion.

A corporation as the sender of the message has surely had a certain amount of credibility, identity and reputation but the target market may not have known the corporation and its credibility. Hence, the corporation needs to perform certain persuasive acts to build up corporation's credibility in the eyes of the unreached target consumers by:

- a). recognizing the target market through observations, surveys, and interviews,
- b). effectively introducing the corporation through stating some key credentials, such as historical background, experiences, expertises, and the corporation relationships with credible researchers or accountable persons and/or institutes,
- c). effectively presenting the corporation ideas through presenting unbiased points of views, organizing the corporation's ideas logically, supporting the ideas with good researches and sound reasoning, and citing authorities and experts to add weight to the ideas.

The second element that the corporation needs to consider is to construct logical arguments in the message sent. Argumentation is important in the acts of persuasion. Argumentation means taking a position, supporting the position with reasons and documenting those reasons with evidence. To support the argumentation, a speaker or a writer may use numerical data, facts, expert authority, personal experiences and examples.

There are three persuasive acts that Shwom and Snyder suggest that a corporation should perform in order to appeal to audience emotion. Those are:

- a). appealing audience emotional and psychological needs,
- b). showing the corporation emotional commitment,
- c). using compelling evidence and powerful language.

Many corporations apply the use of Maslow hierarchy of needs to touch the emotional and psychological needs of the target consumers. The corporations also need to show their emotional commitment to the target consumers by speaking or writing the message from the hearts to reach the hearts of the target consumers. The corporate communication department crafts the compelling evidences by using powerful language by expressing the message intended meaning using clear, vivid and plain language (further explanation see chapter 2).

Persuasion is also an important element in most marketing messages, in which one of the goals is to motivate someone to buy a product or a service. From the perspective of persuasive writing, all the gathered information that already built up using the theory about human needs necessitates to be served by employing AIDA principles: *attention*, *interest*, *desire* and *action*. Sentences that are categorized as *attention* are meant to encourage readers to know more about the main ideas of the text. The *interest* may be aroused by composing the advertisement that meets the needs of the target market by offering solution and emphasizing benefits. The *desire* may be achieved through authority statements, testimonies, and anticipating the objection. The highest level of an advertisement intention is to motivate the target market to buy the products and/or services; therefore, the *action* phase focuses on emphasizing benefit and back up claims in order to increase audience willingness to take the action (Shwom and Snyder, 2012: 164; Thill and Bovee, 2011: 320. Further explanation sees chapter 2, point 2.1.2.3.4).

This thesis deals with A Classical Rhetorical Analysis on Persuasive Writing in Business Communication-A Case Study of the 2013 Johnson and Johnson *Baby Care Products* Official Website Text (retrieved from www.jnj.com in June 25th, 2013 07:10 pm).

The Johnson and Johnson Corporation is currently a global business corporation founded by Robert Wood Johnson I, James Wood Johnson and Edward Mead Johnson in 1886 operating in over 50 countries. At present Johnson and Johnson produces baby care, skin care, oral care, wound care and women's health care fields,

as well as nutritional and pharmaceutical products, and wellness and prevention platforms. In the company history, Johnson and Johnson acknowledges that the *Baby Care Products* have been the heritage of the company business. Johnson's® Baby Powder goes on the markets. It successfully leads to the corporation's heritage baby business. Since 1963, Johnson and Johnson conducted a lot of researches to be able to develop and to produce *baby care products* achieving the company highest standard by working together with well-known scientist, pediatric experts, and mothers. The results are CLINICALLY PROVEN MILDNESS® (JOHNSON'S® BEDTIME® Bath with NATURALCALM™ essences, JOHNSON'S® BEDTIME® Lotion with NATURALCALM™ essences and JOHNSON'S® Baby Lotion), NO MORE TEARS® formula JOHNSON'S® Baby Shampoo and JOHNSON'S® body cleanser (JOHNSON'S® HEAD-TO-TOE® Baby Wash and JOHNSON'S® Baby Bubble Bath & Wash). The Johnson and Johnson official website positions itself as the media to communicate its core concern with its stakeholders technology-minded. I grasp that the official website text is a Johnson and Johnson promotional act with the selling points of the message: nurturing and motherhood in particular the loving-bond between mother and her child.

Reading the text, I grab the idea that the Johnson and Johnson elaborative advertisement text on *Baby Care Products* is not only giving information about the products, but also educating the stakeholders about babies and the products offered. I believe that as an advertisement text the ultimate concern of the text is that Johnson and Johnson negotiates to the stakeholders to trust the corporation, to purchase the stocks and to buy the products. The text discusses a lot about the corporate credibility by mentioning: the corporation long history, the corporation vision, the corporation care and commitment to produce qualified products and to educate the primary customers concerning the products and the benefits of the products to the end-users, and the availability of the products world-wide.

The choice on Johnson and Johnson official website text underlies several reasons. First, I undergo a master program in teaching English as a second language at Widya Mandala Catholic University in Surabaya. Therefore, I choose an English

text to be analyzed. Second, I have taught *Introduction to Business Communication*, *Basic Principles of Business Communication*, *Business Document* and *Business Negotiation*. In the subject of *Basic Principles of Business Communication*, there are four topics on: *Adapting Your Message to Your Audience*, *Communicating Persuasive Messages*, *Designing Document* and *Creating Visual and Data Display*. I choose the Johnson and Johnson text that seems applying the principles of persuasive writing. Third, having observed several official website texts in 2010-2013, I have found out that the 2013 Johnson and Johnson official website text is the most comprehensive multimedia document that can be analyzed by applying Aristotelian rhetorical concepts and AIDA principles of persuasive writing in Business Communication. I use the Johnson and Johnson official website text on *Baby Care Products* to be analyzed. The findings will be useful for me as a lecturer and the language learners to comprehend the principles of persuasive business writing and to be able to compose healthy sound rhetoric messages in business.

To avoid any subjectivity, I invite thirty-six second semester students of English Department batch 2012/2013 PETRA Christian University in Surabaya majoring in English for Business Communication as the participants of the research (further explanation see chapter 3, point 3.2).

Thereupon are the statements of the problem.

1.2 The Statements of the Problem

1. What is the composition of the rhetorical analysis of the 2013 Johnson and Johnson *Baby Care Products* Official website text according to Aristotle's Rhetoric?
2. Considering the finding composition (ethos, logos, pathos) of the text, what are the participants' perception (meaning making) of the text?
3. How does the text persuade the participants?

1.3 The Objectives of the Study

1. To find out the composition of the rhetorical analysis of the 2013 Johnson and Johnson *Baby Care Products* Official website text according to Aristotle's Rhetoric.
2. To discover the participants' perception (meaning making) on the text.
3. To analyze how the text persuades the participants.

1.4 The Significance of the Study

The study is expected to give practical contributions. The results of the study may give me knowledge on how to craft a powerful text and to develop Basic Course Outlines and teaching materials for *Basic Principles of Business Communication*, *Business Documents* and *Rhetoric in Business Communication*.

1.5 The Scope and Delimitation of the Study

The thesis deals with the basic concepts of Aristotle's Rhetoric on communication in which *speaker*, *message*, *audience*, and *feedback* each has authority and power to influence, control, persuade and manipulate its intended meanings to one another. I apply the AIDA principles in the context of analyzing the content of the message, not the accurate, approved, acceptable, proper, paragraph writing process. The participants read the message as a Johnson and Johnson clean text *Times New Roman 12, 1.5 line-spacing* in order to avoid any ambiguity raised up by audience perception on audiovisual images of the website when they answer questionnaire questions number 1-9. They are allowed to open the real website when they answer questionnaire questions number 10-12 (see Appendix 2: The Questionnaire).

1.6 The Theoretical Framework

In the view of Aristotle's Rhetoric, an institution or speaker has owned credibility to a certain degree before the audience. The credibility (ethos) needs to be continually cultivated through effective efficient constructive messages to maintain the corporation sustainability. The message necessitates to be assembled in order to provide satisfactory food to be consumed by an audience open minds and hearts. The message nurtures the minds of the audience (logos) and the audience continuous perceptibility of the message stirs up the emotions (pathos).

The corporate communication department is obliged to really recognize its target market to enable them to construct appropriate content message. The message represents the corporation and the products' brand. The message needs to be crafted in persuasive argument. The persuasive argument involves the setting-up of the logical reasoning of the message, the understanding of the human characters and the stimulating emotion of the target market.

Shwom and Snyder (2012:150) argue that the logical reasoning may be set up through: the use of numerical data (such as calculating the costs, time and revenue while considering customer preferences and business trends), providing facts (verified documented information), citing expert acknowledgement, quoting personal experience and giving examples. Furthermore, they state that psychologist Abraham Maslow has argued that all people-even people in different cultures and different generations-share a common set of needs. Maslow categorizes the needs of human beings into five levels; the basic need of human being is the *physiological needs*: food, sex, clothing and shelter. When human beings have fulfilled at least some portion of their basic needs, they move to fulfill their higher levels of needs: the second level *safety*, the third *love/belongingness*, the fourth *self-esteem* and the highest level *self-actualization*.

Business communication experts understand the human basic needs and use them to construct advertisement that stimulates the hearts and the minds of the target

market. In the case of Johnson and Johnson text, the corporate communication department applies the psychological principles in particular Maslow's Hierarchy of Human needs level two (safety) and Erikson's Psychosocial Development Theory (stage one, psychosocial crisis: trust vs mistrust; Maternal person significant relationship, to get, to give in return).

In order to provide comprehensive information to the target market, to educate them concerning the benefit of the products to the primary users and to win the minds and the hearts of the target market, business communicators apply the AIDA principles in writing a persuasive message. *A* for Attention-getter to present the main ideas of the text. *I* for Interest helps to arouse the readers' curiosity by offering the solution and giving additional benefits of the products. *D* for Desire employs authority statements, testimonies and anticipating the objection. The supreme intention of an advertisement is to urge the target consumers to take Action in a reputable manner.

In the case of the 2013 Johnson and Johnson *Baby Care Products Official Website Text*, I draw a conclusion that the text has been composed by employing the concepts of Aristotle's Rhetoric, psychological findings of Maslow and Erikson and AIDA principles of persuasive writing in Business Communication.

1.7 The Definitions of Key Terms

a. A Classical Rhetorical Analysis is rooted in the work of an Ancient Greek prominent philosopher Aristotle who proposes three rhetorical appeals: ethos, logos and pathos in persuading audience. At present the rhetoric scholars working from the traditional perspectives have reconsidered Aristotle's Rhetoric as the foundation of the work. Aristotelian Rhetorical concepts have been used as a productive tool in the communication. Ethos is the moral character of the speaker or the sender to establish moral credibility in the minds and the hearts of the audience. Logos is the general logic argument and supportive arguments provided to persuade audience. Patos is the communication technique to create emotions of audience to evoke the feelings.

b. A persuasive written text is a text meantly constructed to influence people to take action. The text is built up using the logical arguments and emotional appeals.

c. Johnson and Johnson Corporation was founded by Robert Wood Johnson in United Kingdom in 1883. His two brothers, Edward Mead Johnson and James Wood Johnson, joined him to build a family business. The company later moved to the United States. Nowadays it becomes the world-wide corporation. Johnson and Johnson produces a wide range of products: baby care, skin care, oral care, wound care and women's health care, nutritional and pharmaceutical products. Johnson and Johnson acknowledges that since 1963 the *Baby Care Products* have been the heritage of the company business. At present the *Baby Care Products* cover CLINICALLY PROVEN MILDNESS® (JOHNSON'S® BEDTIME® Bath with NATURALCALM™ essences, JOHNSON'S® BEDTIME® Lotion with NATURALCALM™ essences an JOHNSON'S® Baby Lotion), NO MORE TEARS® formula JOHNSON'S® Baby Shampoo and JOHNSON'S® body cleanser (JOHNSON'S® HEAD-TO-TOE® Baby Wash and JOHNSON'S® Baby Bubble Bath & Wash). Johnson and Johnson has been acknowledged as the most respected companies in 2002 (Gardberg and Fombrun's research) and noted as the most reputable U.S. company in 2009 (The Reputation Institute).

In the next chapter, I am going to discuss some related literatures to my study: Aristotelian Rhetorical Concepts, Maslow's Hierarchy of Needs, Erikson's Psychosocial Development Theory, Neuro-linguistics Programming and AIDA Principles of Business Communication and some previous studies that has been conducted by others.