

# STYLISTIC SPEECH ANALYSIS OF DR. H. SUSILO BAMBANG YUDHOYONO, THE PRESIDENT OF INDONESIA, CASE: The India and Indonesia Business Forum

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## ABSTRACT

This paper presents a stylistic speech of Indonesian President, Dr. H. Susilo Bambang Yudhoyono. It is to find out how the President's speech addresses the honour to the Associated Chambers of Commerce and Industry of India which has a forum of business community in terms of theme, plot structure, stylistic and linguistics categories. The theme expressing the remarkable prospect of strategic partnership between Indonesia and India through bilateral economic cooperation. There are thirteen main sectors that are highlighted in the speech. The words in general are intended to highlight and show how he felt about Indonesia that can cooperate with India in setting up the World Economic Forum's third country in business Forum. The president's speech repeated use of illocutionary act of assertive and commissives convinces his audience and fellow citizens that the condition of Indonesia and India enhance cooperation in Business. Also, it is found the use of passive sentences. The cohesion in speech is achieved by the use of cohesive devices such as co-reference pronouns and conjunctions throughout the speech, the President himself as a respectful citizen and addresses his audience as his inseparable colleagues in the use of the pronoun "we" and the possessive pronoun "our". To better activate his audience's interest more compound and complex sentences are used. The figures of speech used are metaphor, and very few in the forms of personification and anaphora.

Key words: *stylistic, theme, plot structure, linguistics categories, illocutionary, co-reference*

## A. INTRODUCTION

Studying a language in any situation with all its functions and variation are taken into consideration. It is possible to learn more about how perceptions, convictions and identities are influenced by language. In political speeches ideas and ideologies need to be expressed through a language so that they are agreed upon the receivers as well as by others who may read or hear parts of speech afterwards in media. Adding rhetorical devices to a pre-composed speech may be of crucial importance to present good and clear ideas. A political speech is not necessarily a success because of correctness or truth; rather it might be presenting valid arguments. (Beard, 2000: 18)

This paper examines how the President's speech addresses the honour to the attendance and participants of The Associated Chambers of Commerce and Industry of India, inviting them to come to the ASEAN Business and Investment Summit in Bali and launching negotiations for Indonesia-India Comprehensive Economic Cooperation Agreement. All those will generate various

ideas to the benefit of Indonesia' s bilateral Economic Cooperation in terms of its theme, plot structure, stylistic and linguistic categories.

The term style in this paper refers to the way in which language is used in a given context (The India-Indonesia business Forum) by a given person (The President of Indonesia - Dr. Susilo Bambang Yudhoyono) for a given objectives (for welcoming Business Summit and Launching Negotiation for the Economic Cooperation Agreement) following Leech & Short (19845, pp 10-11)

## **B. DISCUSSION**

### **Theme**

The first task for a speechwriter needs to focus on choosing a theme for the speech. The theme is the message that the speaker tries to express his ideas or opinion. The key to writing good speeches lies in using a theme. If one always refers back to the theme, the audience will respond positively and remember one's words. This does not mean that inspirational quotes are not important. However, they should be integrated into one's speech in a way that makes sense. To make it effective in giving a speech, a speechwriter should use theme rein forcers. Theme rein forcers are simply the points that a speechwriter uses throughout his or her speech to 'reinforce' the central idea they are trying to get across. The speechwriter should reinforce a single point instead of focusing on entirely different ideas; his audience will have a greater tendency to remember it. A speech does not lend itself to having many themes. Stick with one really good theme, and use each point he makes his theme rein forcers. For example, if a person would like some ideas for possible themes, look at the world around him. What are people concerned about? If he is speaking about the state of education, find one central idea like personal responsibility that he feels strongly about. Then return to that idea with each point he makes. Then write the individual points to reinforce the idea. [http://712educators.about.com/cs/speeches/a/speechwriting\\_2.htm](http://712educators.about.com/cs/speeches/a/speechwriting_2.htm)

### **Lexical categories**

A lexical category is a syntactic category for elements that are parts of the lexicon of a language. These elements are at the word level, such as parts of speech, word class, and so forth. There are major and minor lexical categories. In every language it has at least two major lexical categories, those are noun and verb. Beside that in many language it has also two other major categories, such as adjective and adverb. Whereas the minor lexical categories such as conjunctions and particles

### **Figures of Speech**

A figure of speech is the use of a word or words diverging from its usual meaning. It can also be a special repetition, arrangement or omission of words with literal meaning, or a phrase with a specialized meaning not based on the literal meaning of the words in it, such as metaphor, simile, anaphora, or personification. ( [http://en.wikipedia.org/wiki/Figure\\_of\\_speech](http://en.wikipedia.org/wiki/Figure_of_speech)). The figure of speech

often gives emphasis, freshness of expression, or clarity. Idioms or figures of speech are combinations of words whose meaning cannot be determined by examination of the meanings of the words that make it up. There some types of figures of speech that are used in this speech

### **Metaphor**

Metaphors are linguistics symbols which give concrete labels to abstract ideas. This is possible because of the perceived similarity between objects and concepts as regards particular features that one wants to convey. Metaphor as a style in a speech and writing viewed as an aspect of speech and writing. It qualifies as a style, in a particular, style characterized by a type of an analogy. An expression that by implication suggests the likeness of one entity to another entity gives a style to an item of speech or writing, whether the entities consist of objects, events, ideas, activities or almost anything expressible in language. Metaphor is used to compare things that essentially unlike. Such uses are intended to say something more clearly and forcefully. (Perrine, 1988 p.565) For example, look at the phrase “the sunshine of a smile” where it is understood that a smile brings out the same feeling as warmth as the sunshine does.

### **Metonymy**

Metonymy is the substitution of a noun for another closely associated noun. The substituted noun comes from its meaning in the context that is used by association produced in the readers’ mind. It is the rhetorical strategy of describing something indirectly by referring to things around it. For example, when we speak of a statement from the ‘White House’ we understand that this is not a talking building, but an official communication with the authority of the President of the United States who lives in the White House. ([http://www.biblicalstudies.org.uk/article\\_idioms.html0](http://www.biblicalstudies.org.uk/article_idioms.html0))

### **Personification**

Personification is a figure of speech in which an individual object or abstraction is compared with human qualities or abilities. For instance, ‘the win stood up and gave a shout’. It doesn’t mean that the win can really shout instead the audience begins to understand and gives responses.

### **Anaphora**

Another figure of speech is anaphora. It is repetition of the same word or group of words at the beginning of a line, sentence or clause. It is usually used to give emphasis or rhetorical effects, for instance, “For you, for your father, for your mother are all from me.

### **Cohesive Devices**

Cohesion refers to the relations of meaning that exists within a text. It is part of the system of language which has the potentials for meaning enhancement. Cohesion occurs where the

interpretation of some elements in the discourse is dependent on that of another. In cohesion features like repetition of items as well as complex relations of collocation and structural semantic sense connections across sentence boundaries are examined.

Another way of looking at cohesive ties in texts is the demonstration of semantic relations that form the basis for cohesion between messages of a text. Halliday and Hasan (1976: 04) noted that the concepts of tie makes it possible to analyze a text in terms of its cohesive properties and it gives a systematic account of its patterns and texture. Cohesive ties can manifest in form of reference, substitution, ellipsis, conjunction and lexical cohesion. Halliday and Hasan (1985:73) noted further that the concept of tie is the most important thing when talking about texture of a text. Below are the examples of some of these ties:

1. A little girl is playing a baby doll.
2. She has blonde hair

The pronoun “she” refers to girl and this relationship is ‘co-referential’. Co-referentiality is typically realized by devices of reference, such as the pronominals ‘we’, ‘they’, ‘he’, she, ‘it’ etc. or by the use of the definite article ‘the’ or demonstratives ‘this’ and ‘that’ etc.

### **C. METHODS**

There were two procedures for analyzing the speech of the Indonesian President at the India and Indonesia Business Forum. This study analyzes the content and the one of its forms. Firstly, the analysis of content had the objectives of finding the theme and the plot of the speech. The theme of the speech was grasped by means of analyzing the core message of Susilo Bambang Yudhoyono’s (SBY) business forum speech to specify the substantial linguistic and semantic clues that led to the central meaning of the speech as being distinguished from its theme re enforcers. The same analysis is also given access to the main ideas for grouping of elements of the speech to become the main divisions of the plot. The finding was also supported and cross checked by the use of the semantic analysis of the keywords of the speech as solid clues for the finding. Secondly, the analysis of the choice of form applies selectively Leech and short’ framework (1984) in the form of linguistics and stylistic categories.

### **D. FINDINGS**

#### **Theme of the Speech**

The theme of The Indonesian President’s, SBY, speech may be defined as unifying idea about respecting members from Government and the Business community in the Business Forum of India and Indonesian businessmen. Since a unifying idea, the theme is a continual element in the speech. For that aim, SBY business forum speech repeatedly illustrated examples from the economic backgrounds as the theme rein forcers among other things, as said by SBY: ‘Its great to be back

here to feel the pulse of dynamic India; I was impressed by your strong energy, during my last state visit in 2005; the potential and prospects of our nations are captured in the Strategic Partnership which we launched in 2005, which is growing by the day to enrich in our bilateral relations...". He also strongly encouraged there is so much that India and Indonesia can do together, as members of G20 as stated nearly at the end of his speech:

I am counting on the support and participation of the government of India, and the Indian business community, in the successful implementation of the ASEAN-India FTA, as well as the other components that make it a true comprehensive partnership. I appreciate the initiative by FICI to organize the ASEAN India Business Forum and Trade Expo in New Delhi in March this year.

Central to the unifying idea of SBY speech is a statement that "Indonesia and India have strong economies in a dynamic Asia. Indonesia economies grow at a positive rate despite the global financial crisis. This has contributed to the global efforts to reach a strong, sustainable, and balanced growth, which is part of the G20 goal". SBY convinced the members of Business Forum that Indonesia and India's economic dynamism is maintained by a large and youthful population. At the same time Indonesia and India are growing stronger as economic partners. As usually expected from such as speech, SBY also expresses his certainty that the investment cooperation is increasing. The realization of India's investment in Indonesia has grown very significant. SBY very much welcomes to sign business MOUs in infrastructure, manufacture, mining and other area. Therefore, the theme of SBY' speech at Business Forum may be highlighted as " Through this successful Business Forum, it will generate various ideas to the benefit of bilateral economic cooperation in the three fields, those are first; developing Indonesian Corridors; secondly: strengthening the national connectivity and thirdly: increasing the capacity of national science and technology.

### **Plot Structure of the Speech**

The plot structure of the speech is the order of elements making up the whole speech. On reading carefully the script of SBY's speech about business forum, the readers may find out that the Indonesian President develops 13 elements of the plot structure to make up the whole speech such as: (1) opening; (2) responding the potentials and prospects of the Indonesian's nation with India that are captured in the Strategic Partnership which was launched in 2005, which is growing to enrich bilateral relations; (3) convincing that bilateral trade has tripled in the last five years, investment cooperation increasing; (4) describing that India and Indonesia share certain strengths, qualities and similar challenges ( to achieve inclusive growth and to deal with poverty); (5) Showing facts that as countries with large populations face the pressure of population growth on resources

and the environment; (6) increasing cooperation and taking advantage of the opportunities in increasing food and renewable energy; (7) inviting to collaborate and cooperate in development and technology; (8) managing Indonesian economy in enduring the recent global financial crisis; (9) explaining that purchasing power increases and as the turning point to have a dynamic consumer market; (10) developing a master plan for Indonesian economy and achieving a growth strategy; (11) convincing three main strategies; (12) highlighting nine sectors of cooperation areas, and (13) closing: agreeing on a number of important economic initiatives.

### **Lexical Categories.**

A lexical category is a syntactic category for elements that are parts of the lexicon of a language. The vocabularies used are simple enough, somewhere between formal and colloquial words are found such as; government, community, partnership, youthful, population, and many others.

### **Nouns**

As a whole, the nouns of NPs used in the speech are concrete and abstract nouns. The concrete nouns such as: nation, members of G20, infrastructure, manufacture, mining, trade, energy resources, service refer to the benefit of bilateral economic cooperation. The proper nouns are in abbreviations indicating a member of countries, such as G20 (the union of the countries that concern in economy), ASEAN, other proper nouns that indicate things such as GDP, CPO, IT, WTO, FICI

The abstract nouns such as: commerce, industry, partnership, investment, cooperation, population, and crisis– referring to event. The dominant concerns of the words, however, is to encourage the business forum with convincing vision – the successful implementation of the ASEAN-India FTA as well as the other component that make it a true comprehensive partnership.

Abstract nouns to refer to events, for instance: **strength** is used to indicate the powerful condition of India and Indonesia and **challenge** to refer to an action that Indian and Indonesian want to achieve inclusive growth.

Abstract nouns to refer to moral qualities, for instance:

1. The **pressure** is also felt in the energy sector, as energy demands...
2. .... I foresee great **opportunities** for partnership in this area.
3. .... now look at **ways** to increase the **value** added based on ....

### **Adjectives**

The adjectives are used in the speech both attributively and predicatively. Attributive adjectives mean that adjectives specify the further meaning as expressed by the head word, among other things, as found in:

1. This outcome is the result of a **stable** macroeconomic policy.
2. ...., our **purchasing** power continues to increase, and our ....
3. There is also **potential** interest in **automotive** production
4. .... this forum will generate **various** ideas to the benefit of our bilateral economic cooperation.
5. Indonesia is blessed with **tremendous** amount of **natural** resources and **fertile** soil. We own the **largest natural** gas reserves in the Asia–Pacific region, as well as the world **largest** reserve on geothermal. We are also blessed with abundant of other minerals source, including coal. We are also one of the **biggest** producers of some commodities .....

Adjectives are also used predicatively, such as the following:

1. I was **impressed** by your strong energy ...
2. The government is **providing** fiscal incentives.....
3. India is **competitive** in engineering.
4. I am **confident** that this forum will generate various ideas to the benefit of our bilateral economic cooperation.
5. I am also **counting** on your presence and participation, ...
6. I am very much **committed**, to bringing our bilateral.....
7. .... investment with the rest of Asia is also **increasing**

## Verbs

The President's speech mostly used verbs in the form of illocutionary acts. Illocutionary act can be captured by emphasising that "by saying something, we *do* something", as when someone orders someone else to do something. The illocutionary acts that mostly were found out are commissives, and expressive. They are shown:

1. There is so much that India and Indonesia **can do** together.
2. ...., our economies **continued to grow** at a positive rate despite the global financial crisis.
3. This **has contributed** to the global efforts to reach a strong ,.....
4. I **am counting on the support** and participation of the government of India, and the Indian business community
5. I am very much **committed**, to bringing our bilateral economic cooperation to greater heights.
6. I am **confident** that this forum will generate various ideas to the benefit of our bilateral economic cooperation.

The president repeated use of illocutionary acts of assertive by means of developing, strengthening and increasing Indonesian Economic corridors that shows his strong determinations to develop Indonesia' economy, such as the following:

First, **to develop** six Indonesian Economic Corridors, by building growth centers in our main islands, with the development of industrial clusters based on the prime commodities or sectors;

Second, **to strengthen** the national connectivity, in order to support inclusive higher growth, by reducing transaction costs and creating more synergy among local and international growth centers. Our theme is locally integrated, globally connected;

Third, **to increase** the capacity of national science and technology, by upgrading the quality of education and labor competence, R&D activities, and developing the national innovation system.

In the speech it is also found sentences in the form of passive in which the President gave emphases on the object of his explanation. He expressed his opinion in sentences that gave strong emphasis on the objects he wanted to explain, such as the following:

1. Our economic dynamism **is sustained** by a large and youthful population.
2. The pressure **is also felt** in the energy sector, ...
3. ... a comprehensive program of reforms, that **was mainly started** in 2001.
4. ... our per capita income **is projected** to have ....
5. ... Indonesia **is blessed** with tremendous ....
6. Indonesia **is spread** out over 3000 km...
7. The demand **is also pushed** further by ....
8. ... events that **will be held** in Indonesia....

### **Grammatical Categories**

The President's speech depends on most intensively on the use of compounding, the use of compound sentences comprising some clauses joined by coordinating conjunctions.

#### *Elaboration ideas by the use of compound sentences*

It may be hard to express ideas through compound sentences in a speech. It also may be hard to digest and cause the speech to sound less forceful. However expressing them in simple sentences maybe trapped to be burdensome, lengthy, so as to disassociate some related important ideas, and unavoidably provide them to sound more loosely fragmented and less interesting to audience. To avoid that, the President employs quite intensively the use of coordinating conjunction

so as to connect one idea in a paragraph to another paragraph. There is the use of coordinating conjunctions 'and' and 'but' so as to connect some clauses of equal rank to result in compound sentences.

Ideas expressed in nouns or NPs, in verbs or VPs maybe coordinated by the use of coordinating conjunctions 'and', 'but' and 'so'. The uses of conjunctions are plentiful both at the clauses and phrases levels among other things, as follows:

1. .... is sustained by a large **and** youthful population which make up a pool ....
2. Our bilateral trade tripled in the last ....., **and** is expected to reach ....
3. ....., our purchasing power continue to increase, **and** our per capita income is projected to have .....
4. Ask our retail **and** consumer sectors **and** they will tell you ...
5. There are plenty of areas of cooperation, **but** let me highlight NINE sectors in particular.
6. India is already importing .... From Indonesia, **and** we hope ....
7. The first two sectors are infrastructure building **and** transportation

The use of coordinating conjunctions to join mostly nouns/NPs or verbs/VPs is also productive to show the President's overloaded ideas that may not be sufficiently captured and expressed in a single NP or noun , or in single VP or verb. The following shows how two NPs or nouns are joined by the use of conjunctions:

8. India has strong education **and** research institution, **and** we do hope that we can find...
9. .... share with you some recent developments in Indonesia **and** how we look at the future, **so** you have a clearer picture...
10. .... By reducing transaction costs **and** creating more synergy among local **and** international growth centre
11. .... for IT based services **and** outsourcing for Indonesia's young, creative **and** skilled human resources.
12. .... importing copper ores **and** other minerals from Indonesia, **and** we hope that in the near future,
13. .... the support **and** participation of the government of India, **and** the Indian business community.

#### *Elaboration ideas by the use of complex sentences*

A good speaker is usually aware of the weaknesses of long sentences to attract his audience's interest. Long sentences may tend to loose audience's interest in that it may sound too difficult to understand. Thus, as explained above, the President made use of main clauses, he joined

the main clauses by the use of conjunctions. He elaborates his ideas by the use of complex sentences created by the use of relative clauses:

1. The potentials and prospects of our nations are captured in the Strategic Partnership **which** we launched in 2005, **which** is growing by the day to enrich in our bilateral relations.
2. .... by a large and youthful population, **which** make up a pool of creative and productive human resources.
3. .... in developing its rural areas, **where** a lot of the food production are based, and microfinance.

There are still other complex sentences found in the President's speech.

### Figures of Speech

The President's speech uses figurative language – a language that should not be taken literally. It is used as a way of saying something other than the ordinary way. The figures of speech used are not so many, such as metaphor, anaphora and personification.

#### Metaphor

Metaphor is used to compare things that essentially unlike such uses are intended to say something more vividly and forcefully. It is the substitution of a word for a word whose meaning is close to the original word. (<http://www.nipissingu.ca/faculty/williams/figofspe.htm>)

When referring to the good time and condition of the economy when Indonesia and India have met in business community, the President describes it: "Its great to be back here **to feel the pulse** of dynamic India." When talking about the population that increases rapidly, he describes: "we are going to enter **a demographic bonus**" period for the next 20 years."

When pleading to the audience who come for the Business Forum, he expects that the bilateral economic will be put into consideration, he describes; "I am very much committed, to bringing our bilateral cooperation to **greater heights**."

When referring to welcome the members who join in the business forum and come to Indonesia, the President describes; "I am sure you will find it easy to **feel at home right away**."

#### Anaphora

Anaphora is a repetition of a word at the beginning of a clause, line or sentence. It is the use of the same word or phrase at the beginning of several successive clauses, sentences, lines, or verses. It usually means for emphasis or rhetorical effect. ([http://encarta.msn.com/dictionary\\_1861585420/anaphora.html](http://encarta.msn.com/dictionary_1861585420/anaphora.html))

In the speech when the President describes about the Indonesian country, he explains about the resources: " ..., **Indonesia is blessed** with tremendous amount of .... We **are also blessed** with abundant of other minerals source, including coal.

When he describes the master plan of the Indonesian economy: “Our vision is to achieve a growth strategy which is **pro growth**, **pro poor**, **pro jobs** and **pro environment**.”

Another use of anaphora is at the beginning of a sentence: “**Let us now** look at ways to increase the value added based on CPO. **Let us** also think of how we can develop ....”. “Again, **let us ask** the question of how we can see greater”.

### Personification

Personification is representation of an object or concept as if it were a person. The President uses one of the figures of speech is personification. He mentions the member of a country by saying only the name of the country, such as the following:

1. There is so much that **India** and **Indonesia** can do together.
2. **India** and **Indonesia** are strong economies in Asia
3. **India and Indonesia** must enhance our cooperation.
4. **Indonesia** is also facing the challenge....

### Cohesion

Cohesive ties can manifest in form of reference, substitution, ellipsis, conjunction and lexical cohesion. Halliday and Hasan (1985: 73). The cohesive ties that are found in the speech are reference and conjunction.

Pronouns are intensively used for co- reference as grammatical cohesive devices as found among other things, as the following:

1. At the same time, **we** are going ....., **our** bilateral ..... **Our** next target....
2. ...., **we** are developing a master plan .... And beyond **our** vision is to achieve...
3. **Indonesia** is spread over.... **It** is therefore ....

Another, larger class of ties is referred to as conjunction. Halliday and Hasan define these as linkers which serve to connect sentences to each other, and in their description exclude the use of conjunctions within the sentence. In the speech it is found the use of conjunctions that show addition, as follows:

1. India is already importing copper ores **and** other minerals from Indonesia, **and** we hope that in the near future, ....
2. **Moreover**, Indonesia is blessed with tremendous amount of natural resources **and** fertile soil. We own the largest natural gas reserves in the Asia–Pacific region, **as well as** the world largest reserve on geothermal.

Other examples of the uses of conjunctions are the same examples as explained above on the explanation of compounding sentences.

## E. CONCLUSION

Based on the above discussion, it is found out that the style of the President' speech is not merely his expression in using the language but the strong content of the business forum that is addressed to the audience how the President describes the condition of both countries; Indonesia and India, how the link of cooperation between both of them. He can also create a vivid visualization for the listeners through the use of adjectives, nouns and verbs in the speech. His way of combining the words into compound and complex sentences to create the texture and content of the speech

The term 'style' as used in this paper refers to the way in which language is used in a given context ( The India- Indonesia business forum) by a given person (The President of Indonesia – Dr. Susilo Bambang Yudhoyono) for a given objects (for welcoming Business summit and Launching Negotiation for the economic Cooperation Agreement)

The theme of the President's speech is through this successful Business Forum, it will generate various ideas to the benefit of bilateral economic cooperation in the three fields, those are first; developing Indonesian Corridors; secondly: strengthening the national connectivity and thirdly: increasing the capacity of national science and technology.

In conclusion, the speech of the President can be a good example how stylistic analysis of a speech can show the hidden ideology of the presenter of the speech.

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