

## Abstract

This research entitled the RHETORIC of TV TALKSHOW PROGRAM ( rhetoric analysis of the manuscript Catatan Najwa's Segment Period April 2016). In any television show, mc as co-host certainly mastered the rhetoric in accordance with his own aesthetic, the beauty of word games will be more marked in the minds of his audience or audiences. No exception Najwa Shihab in hour-long segments, Mata Najwa's last segment named Catatan Najwa performed with typical rhetoric Najwa Shihab.

This research aims to see how the application of the three laws of Aristotle's rhetoric, that Ethos, Pathos, Logos from the manuscript segment Catatan Najwa Najwa Eye event period April 2016. The beauty of manuscript segment Catatan Najwa Najwa Eye Metro TV event makes its own value for researchers to know/analyze how rhetoric points penerapam Ethos, Pathos, Loghos. The beauty of Word Games popularized in this paper is the characteristic Najwa Shihab as co-host Najwa's eyes.

This research uses an analysis of rhetoric with rhetoric of Aristotle's three laws to dissect the manuscript Catatan Najwa period April 2016. Aristotle's rhetoric points Ethos, Pathos, Loghos. aimed at analyzing a text. This research uses the constructivist paradigm.

The results of this study researchers found the application of Ethos in this paper is the selection of topics in each of the episodes, while each of the selection of the topic or theme of the discussion perepisodenya, the use of the word worth a taste, the use of straightforward scheme, preparation of the manuscript is the discussion of Pathos, in the discussion of Loghos researchers found how the scheme was drawn up, the order of the script it is lead in each of his first temple, then application of the elements of the story on the second and third stanzas , then the last temple as cover. The existence of elements synonymous words, words worth a taste, plain words, answer the question how this opinion was delivered, the use of the word synonymous, words worth a taste, the word element is also straightforward and stylish Temple rima tanks on his sentence makes this script has characters when delivered on his audience.

Keyword: Text Analysis, Rhetoric, Najwa, Eye TV Programs.