The Strategies of Persuasion in Political Discourse: A Comparative Analysis of the Political Speeches of Arab and Non-Arab Leaders During Covid-19 Pandemic

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Abstract:
This paper investigated the persuasive methods in Arabic and non-Arabic political speeches during the beginning of Covid-19 pandemic, as well as the similarities and differences between Arab and non-Arab leaders in using persuasive strategies. Data of the study consisted of the political speeches which were concerned with the Covid-19 situation in six different countries of the world, released between March and August 2020. The data analysis examines persuasive methods in political speeches and analyze them using Aristotle's triangle (Rhetorical Triangle). The analysis revealed that persuasive strategies based on Aristotle’s theory (400 B.C) were applied in the six leaders’ political speeches during the beginning of Covid-19 pandemic. Moreover, the results indicated that the most frequently persuasive strategies used by the Arab leaders are pathos and ethos strategies. Of the three strategies, it could be observed that logos and ethos strategies were the most employed by non-Arab in their speeches.

Keywords: Persuasion, Persuasion strategies, Rhetoric.

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استراتيجيات الإقناع في الخطاب السياسي: تحليل مقارن للخطابات السياسية للقادة العرب وغير العرب خلال جائحة كورونا

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ملخص:
بحثت هذه الدراسة في الأساليب الإقناعية في الخطابات السياسية العربية وغير العربية في أثناء جائحة كورونا، وكذلك أوجه التشابه والاختلاف في استخدام استراتيجيات الإقناع بين القادة العرب وغير العرب. تألفت بيانات الدراسة من ستة خطابات سياسية تتعلق بالأوضاع خلال جائحة كورونا في ستة بلدان مختلفة من العالم، والتي تم إلقاؤها بين شهري آذار وآب من العام 2020.

يختبر تحليل البيانات الأساليب الإقناعية في الخطاب السياسي ويحللها باستخدام مثلث أرسطو (البلاغة). كشف التحليل أن استراتيجيات الإقناع المبنية على نظرية أرسطو (400 قبل الميلاد) تم تطبيقها في الخطاب السياسي للقادة السبعة من خلال خطاباتهم السياسية خلال بداية جائحة كورونا. فضلاً عن ذلك، أشارت النتائج إلى أن الاستراتيجيات الأكثر إقناعاً التي تستخدمها القادة العرب هي استراتيجيات الثقة الشخصية والعاطفة. من بين الاستراتيجيات الثلاث، يمكن ملاحظة أن استراتيجيات الواقعة والعاطفة هي الأكثر استخداماً من قبل القادة العرب في خطاباتهم.

الكلمات المفتاحية: الإقناع، استراتيجيات الإقناع، البلاغة.

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1. Introduction

Since the emergence of the new coronavirus, governments throughout the world have been grappling with how to deal with this unique circumstance; by taking swift and decisive action to stop the virus's spread and limit its devastating implications. As a result, many forms of mass media, such as television, radio, newspapers, and social media platforms, have been used to raise public awareness about the virus's serious impact on health, economy, and lifestyle. Governments release and disseminate accurate and timely information on the coronavirus disease in order to achieve this goal (e.g., symptoms, medical treatment, and protective and preventive measures). They also host daily briefings (containing the number of infected cases and deaths, as well as any new relevant policies) and conduct media interviews with authorities, specialists, and experts in order to refute fake news and inaccurate information spread on social media.

To deal with the pandemic, governments try to sway public opinion in order to secure immediate and widespread support for their initiatives. As a result, they employ persuasion tactics to gain public support for what is vital to the success of their efforts to contain the Covid-19 pandemic.

In order to agitate, prevail, and persuade the audience toward the intended aims and meanings, political orators use language to express staged-managed and pre-planned goals to the audience (Woods, 2006). Language does not have inherent power; it is given power by the usage of prominent orators, politicians, and other public figures.

Persuasion is at the heart of politics, as has been suggested for millennia. As a result, politics and persuasion are inextricably linked because the objective of political discourse is to persuade others (Kennedy, 2007).

Persuasive political discourse is the formal exchange of plausible points of view to determine which of several recommended alternative courses of action should be pursued to address a societal issue. Its goal is to include all citizens in the decision-making process, persuade others (using valid data and logic), and define which course of action would be the most beneficial in solving the society's problem. Persuasive discourse is created with the goal of persuading the listener of the truth of a particular proposition (Johnson & R. Johnson, 2000).

In this study, political speeches are analyzed using Aristotle's theory (400 B.C). The three models of persuasive methods proposed by Aristotle (400 B.C) to affect the audience are ethos, pathos, and logos (Cited in...
Perloff 2003). To begin, Aristotle (400 B.C.E) maintained that ethos is the nature of the communicator (Cited in Perloff, 2003). A good speaker must have a good image in front of the hearer such as in their physical and the nature. It refers to the reputation of the speaker wished in present. For example: "My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor." (yourdictionary.com). In this case, the words “My three decades of experience” show that the speaker has reputation in public service and it makes his utterances believable.

Second, pathos is determined by the speaker's ability to manage the emotion. Therefore, before the speakers present their speech, they should prepare the text of persuasion that is suitable with the intended purpose. For example: “You will never be satisfied in life if you don’t seize this opportunity. Do you want to live the rest of your years yearning to know what would have happened if you just jumped when you had the chance?” (yourdictionary.com). In this statement, the speaker tried to ensure the audience by arousing their emotion with emphasize the utter “will never be satisfied in life”.

The third and last model of persuasive methods is the logo; a logo is determined by the speaker's factual argument. For example:

Traffic gridlock in Delhi and other Indian cities is extreme. The average speed of the vehicle inside many cities is less than 20 km per hour. At such speed vehicles emit air pollutants four to eight times more than the emission at less traffic. It can make increasing air pollution in Delhi (Murthy, 2014).

In this sample, it is noted that the speaker uses specific number and it shows the logical reason to convince the audience with this logical information. Therefore, Logos is a tool used to convince the audience to realize the truth. In addition, the audience can use it to understand the hidden truth in the words of speaker (Murthy, 2014).

Some research, however, frequently employed this theory. As a result, this theory remains acceptable and valid for analyzing persuasive methods in political speeches. Aristotle’s Rhetoric still possesses merit as a text that offers writers and speakers a framework from which to build a successful argument. Although rhetoric has been regarded with varying degrees of approbation throughout its history, it is clear that the art of persuasion, as established by Aristotle, proves the power of words. Therefore, the present
The study aimed to answer the following questions:

What are the differences and similarities, if any, between using persuasive strategies according to the three models of persuasive methods proposed by Aristotle (400 B.C) between Arab and non-Arab leaders political speeches during the beginning of covid-19 pandemic?

2. Literature Review

From a sociolinguistic perspective, Al-Khatib (1994) investigates the language of persuasion in Jordanian society. His study is limited to three modes of persuasion: emotional appeal, argument, and trustworthiness. It maintains that Quranic verses, wisdom, and proverbs are commonly crucial persuasive devices in the change of one’s beliefs, attitude, and orientation.

Zheng (2000) examined how to win public support using language in political discussions, while Hyland (2005) looks at the ways in which discourse methods (including directed speech actions, personal pronouns, self-mention, and citation) may help persuade academic writers. According to Zheng's results, using inclusive pronouns, quotations, and citations in a politician's argument increases its efficacy and persuasiveness. Similarly, using pronouns and citations, according to Hyland's study, assists the writer in developing an effective justification and support for his argument, as well as increasing his credibility.

Mulholland (2005) gathered and described many typical persuasive techniques, each with a descriptive explanation and practical examples, based on research and scholarly works in pragmatics, discourse analysis, rhetoric, and related disciplines. Repetition, metaphor, rhetorical inquiries, sayings, quotes, comparison, emphasis, euphemism, exemplification, and tone are among the persuasive tactics included in the collection. The importance of this study rests in its endeavor to provide a thorough overview of persuasive methods employed in public life, whether through speech or writing. It may be used as a building block for the English students who study persuasive strategies, in order to give more knowledge about many kinds of persuasive strategies. Nonetheless, this collection is based on particular text kinds in one language, namely English; it cannot be assured that it contains all potential persuasion methods.

Other researchers is Sari (2012) who used Aristotle’s theory for analyzing persuasive strategies by prophet Muhammad peace be upon HIM in his religious sermon, and she found all persuasive strategies used in Prophet Muhammad’s sermon as proposed by Aristotle. They are ethos, pathos and logos. The Prophet Muhammad used ethos strategy through the
language by using pronoun to regard the audience as a part of him. Also, he used stating the name of God to show the consistency, and showing comprehensive knowledge by describing point. To control the emotional audience as pathos strategy, he created feeling of audience by uttering word giving sense of extreme badness and other. Then, for logos strategies, Prophet Muhammad emphasized it through the language. The present study attempts to give broader elements used by Aristotle in the political speech.

Ho (2016) focused on the employment of hedges, boosters, attitude indicators, and self mentions in interactional and interactive meta discourse. The Government of Hong Kong using rhetoric tried to convince the people to agree to amendments in policy. In an American setting, Khajavi and Rasti (2020) explored through the Critical Discourse Analysis the employment of convincing and metaphorical tactics. In contrast, to much prior research, Charteris-Black (2011) focused on a specific persuasive strategy: the use of metaphors in governmental leaders' language to convince supporters that leaders and their views are trustworthy. He claims that metaphor is an excellent technique for expressing a speaker's political ideas and intentions because it elicits an emotional response from the audience and portrays supporters and opponents in a favorable and negative light. Metaphor requires a complex interaction among goal, setting, and the chosen language, the persuasive process is referred to as "a multi-layered discourse function" (CharterisBlack, 2011, p.51).

Faris (2016) investigated persuasive strategies of the African leader Nelson Mandela with reference to his address no Easy Walk to Freedom using Johnstone’s theory. He found some persuasive strategies used by Mandela in his speech, the findings demonstrate the use of three persuasive strategies quasilogical, presentational and analogical. Quasilogical argumentation, which is based on rationality, was made through syllogism, enthymeme and causation. To create involvement, Mandela manipulated presentational persuasion via rhetorical deices, metaphors, repetition and alliteration. Attempting to elevate the spiritual values of his addressees in regard to the cause of liberation and freedom, Mandela employed analogical persuasion by making a reference to the Bible. Of these three strategies: quasilogical and presentational strategies were the most manipulated by Mandela in the given speech to move his audience. Logic and rationality was used to motivate his audience to receive his claims about white supremacy, and emotions mainly grief and rage were evoked to energize the course of anti-white supremacy non-violent orchestrated struggle.
Rudolf Von Rohr (2017) studied persuasive strategies used in virtually designed health campaigns for public to persuade chain-smokers to quit the addiction of smoking, a novel genre. Moreover, according to the statistics a variety of methods were employed in the campaign to involve the audience and to convey the intended message. These methods included recommending, caution, using personal pronouns, complimenting, and asking rhetorical questions. The author further added employing such semantic approaches increases reader receptivity to the health message of quitting smoking.

Lulu &Alkaf (2019) stated that these strategies can persuade readers to act on the relationship advice provided in the blogs of English magazines for women. Authors have also claimed that if writer wants to reduce the social distance between the readers and himself/herself, the writer must offer advice as a friend rather than an expert. It, allows the reader to approve what is being said.

Romanova and Smirnova (2019) explored persuasive techniques in English advertisements such as politeness, praising, repetition, and quotations. In a different genre, Rudolf Von Rohr (2017) investigated persuasive strategies in online public health campaigns to motivate smokers to quit smoking. The findings showed that a wide range of techniques are used to involve readers in the campaigns and make them align with the intended message. These techniques mainly include advising, warning, personal pronouns, praising, terms of address, and rhetorical questions. She stressed that the employment of such linguistic devices make the health message to cease smoking more appealing to the reader. In relationship advice articles in women’s English magazines, Lulu and Alkaf (2019) found that different strategies (e.g. pronouns, imperatives, modality, questions, intimate expressions, and informal language) serve to convince readers to accept the given advice. They point out that these strategies display the writer as a friend rather than as an expert. As a result, this will help to minimize the social distance between the writer and his readers and capture their attention to approve what is advised.

The significance of the study arises from the fact that it examines a previously unknown sort of discourse. This discourse was at a critical juncture in time due to the rapid spread of the Corona pandemic. The discourses are not about a military, economic, or political concern; rather, they were created to boost individual morale in the face of an opponent that cannot be seen with the human eye. In practice, the findings of this study
will be used as one of the sources in the field of linguistics that focuses on persuasive methods.

3. Method and Procedures
3.1. Data Collection and Procedures

The data in this study are in the form of phrases, clauses and sentences on persuasive strategies based on Arab and non-Arab speeches during the beginning of Corona pandemic. The data source, which is in the form of texts, is gathered from videos available on YouTube and translated into English. World leaders gave many speeches during the onset of the corona virus pandemic. The study sample consisted of political speeches delivered by six world leaders and officials. These words were delivered in 2020 during the Covid-19 pandemic. These discourses will be downloaded from the Internet, and then analyzed by applying Aristotle's concept of rhetoric. The sample was selected based on spatial and temporal determinants.

1. **Spatial determinants**: The places were chosen according to the random probability method. Six leaders were chosen based on their classification as Arabs and non-Arabs. The division was as follows: three Arab leaders who are King Abdullah II Ibn Al-Hussein, Tunisian President Qais Saeed, Prince Sheikh Sabah Al-Ahmad Al-Sabah, and three non-Arab leaders are German Chancellor Angela Merkel, and British Prime Minister Boris Johnson, and South Korean President Moon Jae-in.

2. **Temporal determinants**: It is from the peak time of the outbreak of the Corona virus. At the time when the World Health Organization declare the Corona epidemic a pandemic to a period in which it was in almost most regions of the world, and that was between 3/2020 to 8/2020.

3.2. Data Analysis

This study employed a qualitative technique because it aimed to gain a thorough grasp of persuasive strategies as well as data by comprehending and analyzing data based on Aristotle's theory in Arab and non-Arab leaders at the beginning of the Corona pandemic. This study examines the text in the video's natural surroundings without any treatment, as is usual of quantitative studies.

Since this study describes and interprets everything that happens during the research process without any reduction, it is classified as descriptive qualitative research. Discourse analysis is used to explain descriptively the types of persuasive methods employed by Arab and non-Arab leaders in this study. It demonstrated that rhetorical analysis is one of the most important aspects of discourse analysis.

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4. Results and Discussions

The researcher analysed the political speeches of six leaders of the world. Which were delivered during the Beginning of Corona pandemic, delivered by three Arab leaders and three Non-Arab leaders. The researcher classified the data analysis based on Aristotle theory of persuasion; they were ethos, pathos and logos. In analyzing the data, the researcher explains the datum first, and next the persuasive strategies in the six political speeches are analyzed based on Aristotle’s theory (400 B.C) that is applied in the six leaders political speeches; at their political speeches during the beginning of covid-19 pandemic these persuasive strategies are discussed in this section.

4.1 Logos

As I indicated in the theoretical section in the Aristotelian theory; Logos are concerned with the audience's rationality and logic. Politicians use statistics to show their supporters or people that they completed the tasks outlined in their political program or that they were successful in achieving their goal.

1. Intertextuality

Example of intertextuality in Arab's political speeches:
Just as the body responds when one member complains.

The strategy for logos is included in this declaration. Tunisian President Qais Sa'ed provides a logical demonstration in the form of a quotation from Prophet Mohammad. He presents ample empirical data as well as strong logic.

Example of intertextuality in non-Arabs political speeches.
From the Declaration of Philadelphia 1944 which proclaimed that labor is not a commodity, all the way to the report published last year under the title “Work for a Brighter Future”, the ILO has always served the role of a pioneer.

Here Mone Jae In used logos strategy; by stating facts, statistics, historical and background events. He also attempted to provide sufficient evidence from empirical sources and reasoning. This type of appeal is very useful and can be extremely effective for persuading people to believe something and recognize the difficulty of the current situation.

When it comes to persuading people to believe anything, this method can be quite powerful. Therefore, he uses this strategy to ensure the audience that his statement is reasonable and logic as credible statement.

The analysis of intertextuality in the corpora of Arab's speeches and
Non-Arab's speeches indicates that the politicians' approaches to logical appeals differ in the technique. The high amount of references to other sources such as political, historical and literary documents increase in trustfulness of Arab's political speeches, and reveal a high persuasive potential of the persuasive strategy via intertextuality. The citations from official Political and historical documents support the logical arguments and via intertextuality the authority of the speaker is supported in the high-level. On the other hand, the references via statistics and figures do not have the support in official document, which means that the persuasion might not have the high effect.

However, there is no reference to other sources while presenting the numbers and data to the audience. Therefore, the persuasive potential of the logical appeal is low. The attentive listener needs to have proofs of the presented statistics. To have it, the veracity of the arguments would be higher.

The analysis proves that non-Arab leaders rely on facts, statistics references with a rare reference of use of other sources such as historical texts, or political speeches of previous presidents. On the other hand, the analysis of non-Arab speeches confirmed that non-Arab leaders take a variety of sources into consideration and offers external proofs based on historical facts by which he intends to instruct the audience in forerunners' capabilities dealing with the situation just to motivate them and be strong and deal with the present situation as successfully as them.

The results prove that the variety of different types of references in both speeches depend on the leader's decision of which of them to use because they count with the interests of the audience, as well as the place and time. As explained above, the higher potential for the logical appeal is considered to be in non-Arab political speeches because of their various intertextual references. This means that their persuasive strategies have higher potential to persuade the audience more. However, the statistics proofs of non-Arab leaders sound like factual information and serve to them as a means of effective persuasion, or manipulation of the listeners. However, the persuasive potential of the statistics is low because there was no proof for checking out the veracity and other references to economical documents.

2. **Figurative language**

Example on figurative language in Arab's political speeches
1. We'll fight this battle together.
Example on figurative language in non-Arab's discourse

2. We will come back from this devilish illness.

The study of figurative language reveals that both Arabs and non-Arabs communicated in distinct ways using rhetorical devices such as figurative language.

Arab and non-Arab politicians alike employed metaphors to emphasize their points of view on problems and to persuade the public to change their minds and their behavior in dealing with the pandemic.

In the case of Arab politicians, it is clear that their mental representation of the political situation is described in figurative language, and they regard their metaphorically expressed ideas as the centerpiece of their speeches. On the other hand, figurative language is marginal or peripheral in the case of non-Arab politicians, partly proportionally and partly thematically.

They put more emphasis on evidence to back up their logical argument. Since they are aware of the great persuasive force in metaphors, they all did well in promoting their ideological aims and handling the task of provoking the listeners' unconscious emotional associations. Several conceptual analogies relating to the notions of history, and natural elements appear in the speeches of all politicians.

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Example: This is a long route because we cannot lose the drive and get out of breath too early.

Politicians employ conceptual metaphors as a method of persuasion because they can interpret the current political situation using figurative language. In addition the description of the political scene may be disguised in statements whose meaning must be deduced by the audience using their best judgment.

Politicians can use this persuasive strategy to hide, reveal, or even highlight some problems or sensitive issues, and it is the audience's responsibility to understand the politicians' arguments. Politicians appeal to the audience in such a way that listeners can understand and identify the target referent and accept it. Politicians use metaphors to amplify their
points of view and entice the audience to change their minds. The persuasive power of metaphors is demonstrated in the promotion of ideological ideals.

The corpora of all politicians show that Arab speeches are more focused on figurative language in the form of conceptual metaphors than non-Arab speeches, which is why they are thought to have a higher persuasive potential, though this persuasive appeal to reason is covered in both Arab and non-Arab speeches. To delegitimize political entities, all politicians use intellectual metaphors.

The research on Arab conceptual metaphors reveals that they serve as a cheerleader or coach, preparing the nation for the time of decision. They instill in residents the belief that they are the most crucial players in the fight against the pandemic. Since Arabs' positive attitudes are apparent and understandable through their conceptual metaphors, and the audience is able to comprehend them, the persuasive potential is thought to be great. Example: And be on a date with history. In their conceptual metaphors, non-Arab politicians, unlike Arab politicians, serve as a visionary, fighter, or prediction. They encourage citizens to continue forward and not be content with their current state of health. Example: We will come back from this devilish illness.

Although the use of figurative language is more prevalent in Arabs' corpus than in non-Arabs', both Arabs' and non-Arabs' appeals to reason could be deemed to have great persuasive potential.

4.2. Ethos

Example on ethos in Arab's political speeches
1. The government has taken a number of measures and has held consultations with all those who needed to be consulted.

From the statement above, it is clear that the president is paying attention to what is happening in Tunisia. Through this sentence he shows his credibility by showing his personality as a president, and shows that he is working to solve the problem. This way is to demonstrate his reliability, credibility, and moral philosophy to persuade the audience. Therefore he uses this strategy to show that he has credibility in this speech. So this strategy can be classified as ethos strategy.

Example on ethos in non-Arab's political speeches
2. The Honorable Guy Ryder, Director-General of the International Labour Organization, Distinguished Heads of States, representatives of labor and management.
This statement is the first paragraph of Mone Ja In at ILO Global Summit on COVID-19 and the World of Work. In his introduction, he shows his regard for the audience. He uses ethos strategy to show his good image through his performance, restrained and confidence. The purpose of this strategy is to convince the audience to accept anything that he said.

Persuasion is more effective when the politician is able to define himself and present a positive image of himself to the audience. This could be done in terms of his character, professional experience, and skills. An excellent persuader is one who emphasizes the quality of his character to the point that the listener is persuaded. To accomplish this, the persuader employs words that stress his own thoughts, beliefs, and understanding of the difficulties of others. He introduces himself by recounting a personal experience.

I made every effort to guarantee that their return occurs before the glorious month of Ramadan.

In this statement the sheikh used ethos strategy. He showed his good image through his performance, restrained and confidence. Therefore, this strategy would help him make sure or to persuade the audience that he is doing his best to overcome this crisis. In addition, the purpose of this strategy is to convince the audience to accept and believe in anything.

From the beginning of this pandemic, Jordan has been calling for equal access to medication and vaccination. It is growing ever clearer that we cannot afford to leave any country behind.

Listeners become accustomed to knowing the speaker and begin to believe him and are more easily convinced if personal experience is included in the speech. The data show that both Arab and non-Arab leaders and officials use their personal experience to project positive pictures in front of the public, albeit non-Arab leaders use their personal experiences to a greater extent than Arab leaders.

Both Arab and non-Arab leaders strive for a closer relationship with their audiences, intending to share common concerns and struggles that they have faced. They place a strong emphasis on the audience's emotions. Both Arab and non-Arab leaders want to persuade the audience that they have a good moral character and that they can be trusted. Since they portray themselves as specialists in dealing with the pandemic in their stories.

Korea is also focusing on ‘measures to overcome the crisis in a way that bridges disparities.

Mone Jae In uses ethos strategy. Through this sentence he shows his
4.3. Pathos

Pathos is one of the three types of emotional persuasion. Politicians can elicit a wide range of feelings through emotional appeal, and then use those emotions to motivate the audience to take action. The most important activity is for politicians to be able to persuade the public to accept their orders. The speaker's goal is to establish a connection with the listener. Politicians are authorized to use persuasive methods such as direct appeals to the audience and the use of speech acts to appeal emotionally to the audience. The following section will focus on direct appeal to the audience.

4.3.1 Direct appeal to the audience

For the appeal to the audience politicians use persuasive strategies that are based on creating a relationship between the orator and the audience. The politician builds emotional bridges in different ways: 1) by salutations, 2) by usage of personal pronouns, 3) by interrogative and imperative sentence, 4) by declaratives that are typical for political speeches and within pathos they point to beliefs or judgment and evaluate strategies of the predecessors. They fulfill the function of requests. In this chapter, I will focus on analyzing salutations and usage of personal pronouns.

Both Arabs and non-Arabs use salutations and personal pronouns to address the audience. When the purpose of the speech is to highlight the political programs and vision of the government changes, the salutations are made with a sense of familiarity. On the other hand, they are made with a sense of formality when the speech is inaugural. They use comparable strategies for integrating the audience in the discussion of the topic while using personal pronouns. The audience is directly engaged in a proportionate way.

Personal pronouns are used by both Arabs and non-Arabs. The persuasive effect of Arab political speeches is based on the audience's devotion to the subject. They hope to elicit responses from the audience. Their speeches' direct appeal has a persuasive effect, which might be characterized as persuading their listeners to believe in the promises made on stage. It has been observed that the use of personal pronouns has the
effect of cautioning and reminding the audience of their responsibilities as citizens.

Non-Arabs make direct appeals to the audience in order to convince them to change their minds. Both politicians address their audiences with the goal of making them more attached to the contents of their speeches and evoking feelings of self-importance, contentment, worry, and other emotions. The truth is that if politicians can elicit these sensations in their listeners, they can easily be swayed and changed their minds.

Example on pathos in Arab's political speeches

1. We will fight this battle together, and we will sacrifice and win.

The purpose of this statement is to show that Tunisian will solve the problem and overcome it soon if they cooperate and follow government's instructions. President Qais Saeed uses pathos strategy. From this sentence he emphasizes the words” fight this battle together” which is considered figurative language. He also tries to persuade the audience by arousing the emotion of the audience with his statement. This strategy is very useful to help him persuade someone. This way is also used to elicit a specific emotional response from the audience. Therefore, he uses this strategy to persuade the audience.

Example on pathos in non-Arab's political speeches:

Non-Arab address to their audience by salutations at the beginning of the speech just to create a contact or during the speech for giving the audience to know that they speak to them, they count with them.

2. The Honorable Guy Ryder, Director-General of International Labor Organization, Distinguished Heads of States, representatives of labor and management.

5. Conclusion

Overall, the results of this study showed that persuasive strategies based on Aristotle’s theory (400 B.C) are applied in the six leaders political speeches; at their political speeches during the beginning of covid-19 pandemic. In this case, all three appeals of persuasive strategies (pathos, logos, & ethos) are equally important to persuade the audience in the area political speeches. This is because from these strategies the speaker can persuade the audience by showing good image or good character in front of the audience (ethos) draws the audience intention by offering and control the audience’s emotion (pathos) and also appeals to logic/reason or give proof to the audience (logos).

However, this research analyzed political speeches and the three types
of persuasive strategies were found based on the Aristotle’s theory. In short, the most frequently used persuasive strategy by the Arab leaders were ethos and logos strategies. It shows from the percentage that 40% they use ethos strategy also use logos strategy 36%. While pathos strategy, they use 24% in their speeches.

The non-Arab leaders on the other hand, use the three types of persuasive strategies based on the Aristotle's theory, but the most frequently used persuasive strategy used are ethos 32% and logos 28%, pathos strategy used with 20% in their speeches. In addition, the most frequently persuasive strategies used by the Arab leaders are pathos and ethos strategies. Furthermore, they used pathos strategy frequently through the sentence and phrase by rising up the emotion of the audience. Also, mostly they used logos strategy by giving an example, factual data and statistic, and also informed opinion. Moreover, they also usually used ethos strategy in their speeches by showing their reputation and good character.

Of the three strategies, it could be observed that pathos and ethos strategies were the most employed by non-Arab in their speeches. Rising up the emotion of the audience and giving an example, factual data and statistics. These statistics aimed to persuade the audience to change their belief about how to deal with the corona pandemic, and follow the government's instructions, whereas, ethos strategy is applied to support the statement or the explanation to assure the audience about these instructions.

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