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Persuasive Strategies in American Electoral Advertisements

**Dissertation Submitted in Partial Fulfillment of the Requirements for
Master's Degree in Literature and Civilization**

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Dedication

We dedicate this work:

To Allah, our creator and supreme authority.

To the Prophet Mohammed (May Allah bless and honor him), who enlightened us about the meaning of life and our religious beliefs.

And to our parents, who have consistently provided us with unwavering financial and moral support throughout the development of this work. They have taught us the valuable lesson that even the most monumental task can be achieved by taking it one step at a time.

Furthermore, we extend this dedication to all the individuals who have diligently contributed to the completion of this dissertation, exerting their utmost efforts

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Abstract

This research discusses the persuasive strategies used American electoral advertisements. It aims to discover the kinds of convincing techniques utilized by Hillary Clinton and Donald Trump in their political campaign speeches and to highlight the similarities and differences between them. To analyze the obtained data, this study followed Aristotle's theory and Crook's (2004) modified model about persuasion following the descriptive qualitative method. The findings showed that the two politicians used several kinds of persuasive strategies to get support from the audience or public and invest their data in delivering their political campaign speech. They both used ethos, pathos, and logos with different degree trump primarily relied on pathos to convey his persuasive message ,while Clinton leaned more towards utilizing ethos and logos in her political campaigns. Trump approach involved invoking fear and anger in the audience, appealing to their emotions. On the other hand, Clinton aimed to persuade people to vote for her by providing rhetorical evidence based on principles of hatred, aspiration and confidence. Despite both candidate's deep love, patriotism and loyalty towards their audience, they held conflicting political positions on critical issues. The strategies allowed them to manipulate their audience and convince them to vote for the candidacy of the presidency in the United States.

Keywords: Donald Trump, Electoral advertisements, Hillary Clinton, Persuasive appeals.

List of Abbreviations and Acronyms

D.C.	District of Columbia
US	United States

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General Introduction

1. Background of the Study

The United States (US) government consists of three branches: the legislative branch, which creates laws; the executive branch, responsible for implementing laws; and the judicial branch, which interprets laws in courts. Every four years, a new president and vice president are elected. Political parties nominate presidential candidates for voters to choose from. It is not possible for a president and vice president to come from different political parties and win the election.

Election Day in the US is typically held on the first or second Tuesday of November. The constitution and federal government establish some basic election rules, including the date, while the government is responsible for most decisions regarding the conduct of elections. In the US, a group of individuals called electors represents the states and formally casts votes for the president and vice president. The presidential election differs from state and local elections, where the winner is determined by the popular vote, meaning the candidate who receives the most voter acceptance. However, for the president and vice president, a process called the electoral vote is followed.

Each state has a number of electoral votes equal to the total number of members in Congress (House of Representatives and Senate). Each state has at least three electoral votes, as they all have a minimum of three members in Congress. Larger states with more representatives in the House of Representatives have more electoral votes.

Washington, D.C., has a total of three electoral votes, with 435 representatives and 100 senators in Congress. Therefore, there are 538 electoral votes in total. Each

state has its own rules regarding how electors must vote, but generally, all electors from a state must vote for the winner of the state's popular vote. A presidential candidate must secure at least 270 electoral votes to win the election. Typically, the candidate who receives the most popular votes also wins the majority of electoral votes. Determining the winner of the presidential election may take several days, as all votes need to be counted and discrepancies resolved. If the vote count is close or if there are concerns about counting errors, a candidate can request a recount, and the US Supreme Court ultimately decides whether to conduct a recount. This has happened in recent history.

There has been increasing concern about the influence of social media on elections. Some argue that speech skills play a great role in the election advertisements. This research explores new evidence regarding the impact of persuasive skills used by candidates on US elections and suggests that persuasive appeals likely influence independent voters to vote on or against a candidate.

2. Limitations of Study

The present dissertation investigates Hillary Clinton's and Donald Trump's political electoral speech using a contrastive analysis. It analyses the persuasive strategies used by these two candidates according to the three classical rhetoric Aristotelian concepts logos, ethos and pathos. Politics creates an essential part of every body's life, so the political rhetoric has been taught since the time of Aristotle who mastered oratory rhetorical skills. Aristotle himself considered the art of persuasion as the key for politics. Thus, rhetoric became a part of classical education for thousands of years. Politicians themselves use persuasive techniques to convince the citizens to vote to them or to sign a change a law.

3. Statement of the Problem

The study investigates the persuasive strategies used in the speech of both Hillary Clinton and Donald Trump in the 2016 presidential election. It highlights the types of persuasion strategies used by the two politicians and their effect on the audience; consequently, on the results of the election.

4. Research Questions

This dissertation aims to answer the following questions:

Q1. What are the persuasive strategies used by Clinton in her electoral advertisements?

Q2. What are the persuasive strategies used by Trump in his electoral advertisements?

Q3. What are the similarities and differences between them?

5. Aims of the Study

Politics is the decision-making process by distributing power and resources in order to put certain political, economic, and social ideas to deliver political messages to a target community through political discourses. Several strategies are used to persuade the audience. This study aims to investigate the persuasive strategies used in the speech of Clinton and Trump in the 2016 presidential election. It seeks to highlight the types of persuasive strategies used by the two politicians and their effect on the audience; thus, on the results of the election.

6- Significance of the study

Analyzing persuasive strategies in political discourse holds immense significance in understanding the dynamics and impact of political communication. In

the realm of politics, persuasion is a fundamental tool employed by politicians and policymakers to sway public opinion, mobilize support, and shape policy outcomes. By studying and dissecting these strategies, researchers, analysts, and citizens gain valuable insights into the mechanisms behind political influence. Such analysis helps uncover the underlying motives, intentions, and ideologies of political actors, enabling a more critical evaluation of their messages. Furthermore, understanding persuasive techniques equips individuals with the ability to recognize and navigate through manipulative tactics that can distort information or mislead the public. It fosters a more informed electorate, capable of making well-informed decisions and engaging in meaningful political discourse. Moreover, the examination of persuasive strategies sheds light on the evolving nature of political communication in a digital age, where social media and new technologies have become prominent platforms for political engagement. Overall, analyzing persuasive strategies in political discourse enables a deeper comprehension of the complexities and nuances of political communication, empowering individuals to actively participate in democratic processes and hold their representatives accountable.

7. Research Methodology

The research design of this study follows the qualitative approach. We will analyze the obtained data which are in the forms of words and utterances by describing and interpreting them. We will follow Aristotle's theory and Crook's model of persuasive appeals to understand and analyze the data in the discourses. This research uses content analysis because the aim of the current study is to know what kind of persuasive strategies used in political speech to convince the population.

7.1. Data Collection

Table 1.*Description of the Analyzed Speeches*

Candidate	Year	Title	Duration	Link
Hillary Clinton	2016	Hillary Clinton use of persuasive technique	13:33	https://www.youtube.com/watch?v=zWlg_dWjKsI
Hillary Clinton	2016	Hillary Clinton full concession speech/election 2016	24:11	https://www.youtube.com/watch?v=khK9fIgoNjQ
Donald Trump	2016	Donald trump victory speech/full speech as president elect of the US	36:32	https://www.youtube.com/watch?v=Qsvy10D5rtc
Donald Trump	2016	Donald trump 50 supporters explain why they love him –BBC news	7:47	https://www.youtube.com/watch?v=Lcjr2FcrYzM

7.2. Data Analysis

Aristotle's framework is widely recognized and utilized for analyzing persuasion in communication. At the core of his framework lies the importance of strong evidence for effective persuasion. According to Aristotle, evidence can be presented through three strategies: ethos, logos, and pathos. Ethos pertains to the character and personality of the speaker or writer, logos focuses on the reasoning and logical arguments presented, and pathos relates to the emotional appeal employed by the communicator. These strategies or principles are most effective when employed together because each principle aims to influence or reinforce the attitudes and

behaviors of the audience from a specific perspective. Ethos works to enhance the audience's trust and confidence, logos seeks to persuade through logical reasoning, and pathos aims to evoke emotions and feelings in the audience.

The second framework used in this study is a modified version of Crook's model(2004).According to Crook, advertisements can be categorized into two primary dimensions, the Product Claim Dimension and the Reward Dimension, based on whether they rely on linguistic or non-linguistic components. When advertisers explicitly provide information or claims about the persuasive strategies, it falls under convincing. In contrast the reward dimension targets the viewers' emotions, promising them less visible benefits that are not directly linked to the persuasive strategies, such as pride, hope, and emotions. These persuasive appeals are often a blend of multiple types of appeals:

1. **Fear appeal:** It makes the individual scared of something.
2. **Emotional appeal:** It is aimed at satisfying individual psychological and social needs. It triggers positive or negative emotions.
3. **Humor appeal:**Itaims to make viewers laugh and convinced.
4. **Reasoning appeal:** It focuses on the practical, functional and utilitarian needs of individuals.
5. **Hope appeal:**Ittargets and seeks to create a feeling of desire to audiences.
6. **Courage appeal:** It is a type of persuasive message that is designed to inspire the audience to take an action or make a decision that may be challenging or outside of their comfort zone.
7. **Repetition:**Itis the act of repeating or saying something multiple times.
8. **Pride appeal:**Itis a type of emotional appeal used in persuasion where the speaker or writer appeals to the audience's sense of pride and self-worth.

9. Social Media appeal: It refers to the ability of a social media post or message to resonate with its intended audience and generate engagement.

8 . Structure of the Study

This dissertation is divided into two chapters. The first chapter is theoretical, while the second one is practical. The first chapter provides an overview about the art of persuasion. It also presents different persuasive strategies discussed by the scholars in some previous studies several fields focusing on politics. The second chapter analyzes the persuasive appeals used by Clinton and Trump in their electoral advertisements. The chapter also discusses the similarities and differences between them.

CHAPTER ONE:

Literature Review

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Introduction

The present chapter inspects the concept of persuasion by exploring its definition and the various persuasive strategies employed in different contexts. It discusses how persuasion has been studied and examined throughout history, with notable contributions from scholars such as Aristotle and their works on rhetoric. Furthermore, it explores the role of persuasion in politics and how it has been used to influence public opinions and influence voters. By examining these various perspectives and strategies, a deeper understanding of the art of persuasion and its significance in society can be gained.

1.1. Previous Studies

Several previous studies have explored the topic of persuasion. Mohan (2013) conducted a study titled "A study of the use of persuasive strategies in religious oratory," in which he examined how religious orators employ persuasive strategies based on Aristotle's theory to sway their audience and garner support. The researcher employed a descriptive qualitative method to analyze the data and found that religious rhetoric heavily relies on ethos, pathos, and logos.

Another study conducted by Hatane (2011), a researcher from Petra Christian University Surabaya, focused on "the persuasive strategies used on the phone by male and female insurance salespeople in Surabaya." This research aimed to analyze the persuasive techniques employed by male and female insurance salespeople in Surabaya through recorded conversations with thirty sellers. Hatane used Armstrong's (2004) and Bender's (1980) theories as a qualitative approach to examine the selling process and persuasive strategies. The results suggested that agents tend to employ similar strategies within their respective age groups.

In a study by Mukarronah (2016) titled "the persuasive strategies used in the slogan of iPhone advertisements," Keraf's and Aristotle's theories were utilized to analyze the data. The researcher determined the persuasive strategies employed in the iPhone advertisements by examining the sentences used in the advertisements. The study revealed six types of persuasive strategies, including rationalization, identification, hypnotic, conformity, compensation, and displacement strategies. Among these, the most commonly utilized strategies were rationalization, compensation, and hypnotic. Additionally, Aristotle's persuasive strategies of ethos, logos, and pathos were observed to make the advertisements more captivating and convincing.

Based on the aforementioned studies, it is evident that several researchers have investigated persuasive strategies in various contexts. The current research aims to analyze persuasion in political speeches using Aristotle's and Crook's models to address a gap in the existing literature. Specifically, the researchers will analyze the specific persuasive strategies employed in the political speeches of Hillary Clinton and Donald Trump.

1.2. Persuasion

This section uncovers persuasion which is an activity that is used in our daily life when we try to convince a person or a group of people. Perloff (2003, p. 4) defined persuasion as “ the study of utterances and how to change them” and “states that the process of persuasion itself is based on the awareness of the persuaded to influence another person and change the persuader’s mind about something upon a conscious or unconscious decision” (ibid, p.7).

Perloff (2003, p.8) claimed that persuasion “is a process in which the communicators attempt to persuade other people to change attitude or behavior regarding an issue by sending a message, in an atmosphere of free choice.” There are some features to keep in mind over time; active engagement of message recipients plus not every persuasion ends up being successful. People convince others to change their position by providing arguments and presenting communicators, and the persuaded has still a free choice to do something else than what the persuader suggest. On the other hand, it is suggested that convincing and persuading are different as Miller (2013, p.72) asserts that persuasion “relies mainly on symbolic strategies that evoke feeling of intended persuades, while conviction is accomplished primarily by using strategies rooted in logical evidence and that appeal to persuades reason and intellect.”

Persuasion has both positive and negative aspects. Individuals are induced to abandon a set of behaviors or to adopt other behaviors by different processes that Miller(2013, pp. 74-76) categorizes into: “1- the response-shaping process-to shape people opinion , 2- response-reinforcing process- aims at reinforcing currently held conviction and make them more resistant to change , and 3- response- changing process- to change the attitude.”

The debates about the definition of persuasion were since centuries ago. It was the ancient Greeks who invented persuasion but the base was found in the Old Testament in Jeremiah attempts to his people to repent and establish a personal relationship with God, or in the sophistical period. Moreover, philosophers were known for their art of political rhetoric. Sophists trained people in quick and stylish arguments but they did not fight for the truth, since then, there were dual approaches to thinking about persuasion; Plato’s thinking approach and the sophist approach (Perloff, 2003).

According to Molan (2013), in speech, Simmons persuasion can be defined as “human communication designed to influence others by modifying their beliefs, values or attitudes.” It is important to highlight that ‘attitude’ means to think of a tendency to behave in a certain way. Then, ‘beliefs’ is a conviction in the existence or reality of someone’s phenomenon or in the truth of some statements. The last is ‘behaviors’, and it refers to an overt act that can be observed.

In order to convince others, people require effective strategies for persuasion. According to Keraf (2004), persuasion is a skillful use of language aimed at convincing individuals to take a desired action as desired by the speaker or writer. The purpose of persuasion is also to influence others to make decisions, which is a form of decision-making. Persuasion is applicable to various groups of people, including men and women, young and old, and educated and uneducated individuals. It is crucial for all of them to genuinely believe that the decisions they make are right and not made under any form of coercion.

1.4.1. Persuasion Process

According to Rankema (1993), the persuasion process consists of four key elements: the source, message, channel, and receiver(s).

1.4.1.1. Source

The source refers to the individual or entity delivering the information or message (WiJayanti, 2017). The source plays a significant role in the acceptance stage and can be evaluated based on two aspects: source credibility and source attractiveness to the receiver. Rankema (1993) emphasized the importance of presenting the source in a credible and emotionally engaging manner to invoke a response.

1.4.1.2. Message

In public speaking, the message encompasses the speech itself, including both the content and delivery style (Beebe& Beebe, 2009). It involves the symbols, words, facial expressions, touches, tones of voice, and other elements used to convey the message. As a crucial factor in persuasion, the argument should be carefully constructed, and the persuader should either counter opposing arguments or omit them altogether.

1.4.1.3. Channel

The channel refers to the medium used to promote the candidate, such as magazines, newspapers, radio, or television (Cahyni, 2014). In the context of political persuasion, the channel holds great importance as it aids the candidate in achieving their goals, such as gaining votes or effectively conveying their message.

1.4.1.4. Receiver

The receiver pertains to the audience, viewers, or the intended target of the message. Receivers are individuals who are expected to alter their behavior or perform the desired action as intended by the presenter (Abbas, 2008). Therefore, persuaders must possess an understanding of their audience's background knowledge and tailor their message accordingly.

1.2.1. Persuasive Strategies

The present section explores various strategies of persuasion. In the realm of politics, politicians employ specific techniques in their persuasive speeches to sway the audience. As previously mentioned, persuasion encompasses three elements: ethos (communication style), pathos (emotional appeal to the audience), and logos (message

arguments). A persuasive speaker must effectively balance all three aspects of persuasion.

The first strategy of persuasion is reasoning, referred to as 'logos' by Aristotle. Logos involves presenting proof or apparent proof through words. This technique aims to make the audience think by providing compelling content that convinces them. It is recommended to use realistic language, logically structured arguments, and avoid logical fallacies in order to persuade the audience. Within logos, the speaker employs logic and reason, thus making it the "logical appeal." Features commonly found in a text with logos include reasoned discourse, logical arguments, statistics, facts, numerical data, charts, surveys, and more. However, Browse (2018) stressed that it is important not to mistake the logos appeal with a logical argument. In philosophical logic, a 'sound argument' is one based on true premises that lead logically and necessarily to valid conclusions. Aristotle referred to these argument structures as 'syllogisms'. Unlike philosophers, orators rarely explicitly state the premises upon which their appeals to logos are constructed (Browse, 2018).

Another term Aristotle used for arguments based on logos is "enthymeme," which refers to an argument where one premise is not explicitly stated. During the presentation of an argument, speakers use signal words like 'first', 'next', "as a result", and 'to conclude'. The goal is to convince the audience. Every orator must be aware of the audience to ensure success and utilize facts to influence them. By employing logos, the speaker can use persuasive strategies to present logical arguments, including references to statistics, facts, other sources, intersexuality, cause-effect relationships, and problem solutions.

Ethos appeal persuades the audience by establishing reliability, honesty, and credibility. It is a form of argument that relies on the speaker's good character and authority. Ancient scholars believed that the best orators were necessarily the wisest and most ethical individuals (Browse, 2018). When orators present their life experiences relevant to their political agenda and consider themselves as experts with strong moral character, they become more trusted.

Moreover, according to Benoit (2014), voters give value to presidential candidates who persuade them of their honesty, enhancing their perceived desirability as candidates. Aristotle believed that to appeal to ethos, an orator must possess three qualities: (1) Phronesis, which is experience; (2) Arete, which is moral character; and (3) Eunoia, which represents correct and genuine intentions towards the audience (Dlugan, 2010). These qualities are necessary to impress and influence the audience.

The primary goal of the speaker in appealing to the audience is to sound credible. Credibility is one of the three significant factors within communication, which the speaker can control during a presentation (Dillard and Shen, 2013). Therefore, the speakers construct their speech based on their authority, which they establish through their credentials. Politicians sometimes use trustworthiness by demonstrating their lack of personal interest or personal gain while aligning with the audience's interests, expertise, and similarity by highlighting shared concerns.

Browse (2018) presented another form of persuasive strategy called Ad Herennium when “something honorable is under attack or when something discreditable is being defended” and recommends that “when the speaker pleads on behalf of a guilty party, rather than defend the discreditable actions, they should instead emphasize the otherwise good character of the defendant” (p.29). Ad Hominem

arguments are specified for their reasons of use. They serve politicians to attack the opponents. The orator himself compels the audience to take his/ her side (Dlugan, 2010).

Politicians while speaking on the stage have to be able to use some techniques to gain the attention, interest, and mainly confidence of the audience. If the audience do not believe in the speaker's credibility, morality and authority, then the conviction of the audience is unfeasible. The strategies by which the speaker builds his/ her credibility, reliability, honesty and authority are strategies on speaker's narratives and sharing his/her personal experience, usage of personal pronouns reference, or by direct appeal to the audience.

Pathos appeals involve appealing to emotions in order to convince the audience by eliciting an emotional reaction. Emotions are considered as subjective experiences that arise when we evaluate our surroundings based on our preferences. This emotional response can be positive or negative, and the speaker employs sensory elements, memory, nostalgia, and shared experiences to appeal to the emotions of the audience (Browse, 2018). The goal of the speaker is to tap into the audience's emotions in order to persuade them to agree with their viewpoint.

The emotional appeal directly connects with the audience's emotions, and when the audience is emotionally engaged, they are more likely to accept the speaker's appeals and act in the desired manner. Therefore, the orator aims to create a shared emotional experience with the audience. Aristotle identified seven categories of emotions, including anger and calmness, friendship and enmity, fear and confidence, shame and shamelessness, kindness and unkindness, pity and indignation, and envy and emulation (Dlugan, 2010).

The orator's task is not only to stimulate the audience's emotions but also to establish a connection with their arguments. Put differently, if the audience feels anger, the orator should direct that anger toward the opponent to capture the audience's attention and make them more receptive to the speaker's ideas. A skilled orator can even manipulate and guide the emotions of the audience, fostering a sense of empathy and leading them to take action.

It is crucial to maintain a balance between the emotions and the context of the speech. Quintilian emphasized the significance of this appeal, stating that without it, the speech would be lacking in substance, weak, and unappealing. He described it as the ability to emotionally move an audience and guide them towards a specific frame of mind (Browse, 2018). To achieve this, the speaker employs techniques such as humor, irony, exaggerated irony, and satire. These techniques help convey politeness, affection, and the speaker's values.

Additionally, all modes of persuasion interact with and support one another. They can be intertwined with each other. In practice, a statement can incorporate all three modes of persuasion or just two, although some argue that ethos, the speaker's credibility and sincerity, is the most crucial element in an effective speech (Pattison, 2014). Aristotle himself considered ethos as one of the most potent persuasive tools in a speaker's arsenal. Moreover, gaining the goodwill of the audience is essential, as without it, the speaker may not be taken seriously or even be ignored entirely.

Wrobel (2015) highlighted that significant issue in contemporary politics is its rhetorical nature, where speech primarily focuses on pathos, addressing the emotions of the audience rather than presenting strong arguments. The art of persuasion often becomes centered on catering to these emotions.

1.3. Rhetoric and Aristotle

According to the ancient Greek philosopher Aristotle, rhetoric is a practical discipline that focuses on using speech to persuade an audience, rather than creating a work of art. He regarded rhetoric as the very art of politics (Wróbel, 2015). In his work, "Art of Rhetoric," Aristotle introduced three rhetorical appeals known as ethos, logos, and pathos. He considered rhetoric to be a counterpart or branch of dialectic, dealing with arguments that do not require specialized knowledge but can be understood by any intelligent person (Ross, 1995).

Ethos, logos, and pathos are the three rhetorical appeals used to persuade audiences in communication, whether through speeches or writing. Ethos pertains to the credibility and trustworthiness of the speaker or writer, establishing their authority and expertise to convince the audience. Logos involves logical reasoning and evidence to support an argument, using facts, statistics, and examples to demonstrate the reasonableness of the argument. Pathos relates to the emotional appeal of an argument, using language and examples that evoke emotions in the audience, such as sympathy or anger, to persuade them to take action or adopt a certain viewpoint (Wróbel, 2015).

Aristotle identified three essential modes of persuasion: the first based on the character of the speaker, the second on influencing the audience's mindset, and the third relying on providing proof through the speech itself. These modes of persuasion, also known as the rhetorical triangle (logos, ethos, pathos), form the foundation of persuasive communication (Wróbel, 2015). Thus, rhetoric is the power to explore various ways of persuading people about a given subject. There are two types of persuasion: extra-technical, which already exists and only needs to be utilized (such as witnesses or documentary evidence), and technical, which the speaker must invent.

It is believed that when a speaker employs all three appeals in a well-balanced manner, they can easily establish trust with the audience. Aristotle himself considered persuasion as an achievement when the speaker's personal character aligns with their speech and when the audience is inclined to grant them credibility.

Aristotle summarized three prerequisites for effective persuasion: the ability to reason logically (logos), understand human character and goodness(ethos), and comprehend emotions (pathos). However, the speaker must not merely identify and describe these elements but also understand their causes and how to evoke them (Ross, 1995).

Overall, rhetoric encompasses elements of both dialectic and ethics, and as Wróbel (2015) stated, rhetoric serves the purpose of politics. Aristotle's rhetoric emphasized the moral character as a crucial element in persuasion and valued reasoned arguments over appeals to emotions. Thus, Aristotle's rhetoric was far from morally neutral, as it acknowledged the significance of ethics in persuasive communication(Hogan, 2013).

1.3.1. Types of Persuasive Speeches

Aristotle categorized oratory into three divisions: (1) political, (2) forensic, and (3) ceremonial oratory. Political speaking aims to persuade the audience to either take action or refrain from it. Forensic speaking involves either attacking or defending a person, akin to the work of detectives at a crime scene, where facts and judgments about the past are established. Ceremonial oratory, also known as epideictic rhetoric, is used to praise or criticize someone in the present situation. Nevertheless, modern political speeches adhere to Aristotle's principle that the essence of political speech is to evoke a disposition in the audience to either act or abstain from certain actions(Wróbel, 2015).

Langston (2016) claimed that forensic or judicial rhetoric focuses on creating facts and judgments about the past, similar to how detectives investigate a crime scene. Epideictic rhetoric, also referred to as demonstrative or ceremonial rhetoric, is employed to make proclamations about the current situation. Simulation or deliberative rhetoric, which is the rhetoric of politicians, aims to bring about change by emphasizing the future. Politicians engage in debates about changes in the law and present their audience with a potential future, seeking their support in avoiding or achieving it. To make deliberative rhetoric more effective, politicians need to employ three persuasive appeals: ethos, pathos, and logos.

1.4.Persuasion and Politics

The language used in politics is closely tied to persuasion. According to Halmari and Virtanen (2005), persuasion is a powerful tool that attempts to change the mind or behavior of an audience, or support their existing beliefs. Politics was always relied on persuasion, especially evident in 19th and 20th centuries, in the American presidential election campaigns, where persuasion became the same as public perception (Dillard, 2013).

The analysis of political discourse is crucial for understanding how language is employed in the political realm, aligning with Aristotle's idea that humans are political beings who utilize language to pursue their own goals (Chilton, 2004). Benoit (2014) identified three functions of discourse that provide voters with reasons to support a candidate or oppose an opponent: acclaims emphasize a candidate's benefits and increase their perceived favorability, attacks highlight undesirable attributes of opponents, and defenses help candidates minimize the loss of voter support.

Additionally, Chilton (2004) viewed politics as both a struggle for power and a cooperative endeavor for resolving conflicts of interest in areas such as money,

influence, and liberty. Communication plays a central role in politics, as Hague (1998) pointed out that politics involves reconciling through discussion and persuasion. Aristotle defined a political speech as an encouragement or incentive to take or avoid certain actions (Wróbel, 2015).

Language and politics are deeply interconnected, with Aristotle's classifying of humans as political animals who possess the capacity for speech (Chilton, 2004). Language not only shapes political discourse but also carries the weight of legitimacy, as political speakers must imbue their utterances with evidence, authority, and truth to counteract the audience's 'cheater detection' ability (ibid).

Political communication is purposeful and relies on presenting reasonable arguments. Politicians are advised to follow Grice's cooperative principles, which include maxims of quantity, quality, relation, and manner, to ensure effective communication (Yule, 1996). However, politicians may violate these maxims by withholding information, using half-truths, or employing ambiguous language (Chilton, 2004).

Persuasion, as defined by Halmari and Virtanen (2005), involves linguistic choices aimed at changing or influencing others' behavior or reinforcing existing beliefs. In political discourse, speakers align themselves with the ethos of their organization, but there are instances where speakers diverge from their organization's ethos to defend their own ethical standing or attack other participants (Browse, 2018).

The three-dimensional model of political discourse, based on Aristotle's appeals to ethos, logos, and pathos, remains effective. Political discourse is often emotional and embodied, shaped by individuals' experiences and interactions with the world (Browse, 2018).

Moreover, political persuasion operates on different levels, such as micro-level effects through television commercials, dyadic-level effects on political deliberation, and macro-level effects through presidential speeches and the institutionalization of political consulting (Perloff, 2013; Dillard, 2013). Political debates aim to secure votes, with citizens making choices based on their attitudes, values, and relevant information at the time of voting. Candidates strive to persuade enough voters to believe they are the superior choice by employing strategies to distinguish themselves from opponents and presenting themselves favorably while portraying opponents unfavorably (Benoit, 2014).

Conclusion

This chapter has provided an overview of the importance of persuasion in American electoral advertisement. It seeks to highlight the various persuasive strategies used to influence voters. Through an examination of previous studies, the persuasion process, and Aristotle's rhetoric, it gained a deeper understanding of the art of persuasion and how it can be effectively applied in political campaigns.

CHAPTER TWO:

Analysis of the Use of Persuasive Strategies

in Clinton's and Trump's Electoral

Advertisements

**Chapter Two: Analysis of the Use of Persuasive Strategies in Clinton’s and
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2.3. Similarities and Differences in Using Persuasion between the Two Candidates خطأ!
الإشارة المرجعية غير معرفة.

Introduction

Hillary Clinton and Donald Trump utilized several persuasive strategies during their campaigns for the US presidency. These strategies were based on the principles laid out by Aristotle in his theory of persuasion, which emphasized the use of ethos, logos and pathos to influence the audience. Additionally, Crook's 2004 study on political communication provides further insights into the persuasive techniques employed by politicians. While both Clinton and Trump used similar persuasive will examine the persuasive strategies used by these two politicians in the light of Aristotle's theory and Crook's model, exploring both the similarities and differences between their uses.

2.1. Persuasive Strategies Used by Clinton

Concerning the first research question of this dissertation that states what types of persuasive appeals Hillary Clinton uses persuasively in her public speech, it is found that Clinton used a number of persuasive techniques that are:

2.1.1. Crook's Classification of Clinton's Persuasive Strategies

2.1.1.1. The Use of Hope Appeal

The first strategy that Hillary Clinton used in her speech is hope. According to Beebe & Beebe (2009), hope is defined as a persuasion technique that encourages individuals to respond positively to the idea of a brighter tomorrow. Hillary used the

strategy of hope to inspire the audience to take action towards a better future. For example,

“And we will build a path to citizenship for millions of immigrants who already contribute to our economy! We will not ban any religion. We will work with all Americans and our allies to fight and defeat terrorism.”

“Waiting for the reader who understands. We are stronger when we work with our allies around the globe and care for our veterans here at home keeping our nation safe from the above two speeches shows that Hillary use the strategy of hope to persuade her audience. She indicates her opinion and suggestion in her speech. Like what Hillary said in her speech, we will create a path to citizenship for millions of immigrants who are contribute to our economy! And we will work with all American and our allies to fight terrorism.”

Hillary here, in her speech, used the modal verb ‘Will’ to refer to the promise or hopes of a better day in the future. Hillary said that by using hope, the public will do what she suggested in her speech. The purpose of hope can be a motivation and a solution to the problem that the audience and the American people faced.

2.1.1.2. The Use of Emotion-arousing Words Appeal

The second persuasive strategy that Hillary Clinton used is the use emotion-arousing words. Beebe & Beebe (2009) stated that words and phrases can provoke an emotional reaction in an audience. For instance,

“We know that there is a lot of work to be done. A lot of people haven't had a pay rise since the crash. There is a lot of inequality. Lack of social mobility...”

“But just find for a minute the strengths we have to offer to meet these challenges.”

“We found that the emotional words Hillary used in her speech. Through excitement. The audience emotion can be aroused when the audience hears the speech. Like when she said in her speech, not many people have had a pay raise since the crash. There is a lot of inequality ...”

She said that Americans have many unsolved problems, and that people just cannot keep up to find a solution requires the cooperation of all parties and components of society. Also, when she said, "a lot of people haven't had a pay rise since crush." Furthermore, in a short speech, she said, "if you think the minimum wage should be a living wage and nobody works full time." Hillary also mentioned the term 'salary' that can generate a strong emotional answer. She often used the 'strong Together' because her words can lift the audience's mood and enthusiasm to shield their country from dangers and difficulties, and the salary will also rise.

2.1.1.3. The Use of Pride Appeal

The third strategy that Hillary used in her speech to convince her audience is pride. It is a persuasive appeal to achieve a goal based on self- confidence in one country, state, or community. For example,

“We have the most dynamic and diverse people in the world we have the most tolerant and generous youth ever. We have the strongest army; the most enduring values are freedom, equality, justice and opportunities. We should be very proud of these things.”

The purpose of pride is to elevate the status of a country or state in order to become competitive. In Hillary words, we can see a sense of pride when she said, “we have the most dynamic and diverse people in the world. We have the most tolerant and generous young people. We have the strongest army.” We found that Hillary is so

proud of the American people; she thinks that Americans are the best people in the world, and she is proud of her audience. She used the word 'most' to mean that they are the best and no one can beat them. Also, we found that Hillary frequently used the pronoun 'we' to make her audience feel engaged in her discourse and to increase the level of pride.

2.1.1.4. The Use of Courage Appeal

Another appeal that Hillary Clinton used to persuade her audience is courage. This appeal is used to challenge the audience to have courage or persistence that makes them more emotional. Also, it has the ability to motivate the audience to take a decision. For example,

“Imagine if you are imagining, imagine him in the oval off having a real crisis. A man you can feed a tweet is not a man we can trust with nuclear weapons.”

Hillary used this strategy to encourage the audience to take responsibility for something that is discussed in the speech. It requires the audience to be able to do something brave. Hillary in her speech said, "imagine if you are to imagine. "In this sentence, she wanted to motivate her audience to be brave and make decisions.

2.1.1.5. The Use of Fear Appeal

Hillary fifth strategy is the use of fear. Fear appeal is a way to convince the audience that they will suffer unless they follow the advice of persuader. If this appeal is used effectively, it will motivate the audience to change their behavior. For instance,

“Now ... now America is one again in a moment of reckoning. Strong forces are threatening to tear us apart. Bonds of trust and respect are fraying away.”

In this persuasive strategy, some words or expressions that elicit the audience fear are used like when she said, “strong forces are threatening to tear us apart. Bonds of trust and respect are fading away.” Hillary described a bad case that will cause some fear in the audience if they do not follow her suggestion. The purpose of using appropriate fear appeal is to encourage the audience do or avoid certain activities. It can also motivate them to change their behavior (s).

2.1.1.6. The Use of Concrete Example (s)Appeal

Another persuasive strategy used by Clinton in her speech is the use of concrete example (s)to help the listeners imagine what she wants to describe. The following example is taken from her speech:

“Look to what happened in Dallas after the assassinations of five brave police officers. Police chief David Brown asked the community to support his force, and you know how the community responded? Approximately 500 persons applied in just 12 days. That's how Americans answer for help goes out.”

In this case, the strategy used by Clinton is classified as the use of emotion to persuade using a concrete example that helps the listener to imagine what she is talking about. She described how America responded when a request for help went out. In her speech, she said, "Look to what happened in Dallas after the assassinations of five brave officers. "Hillary wanted her audience to imagine what happened at that city and how America dealt with the problem. By imagining it, the audience aroused strong emotion and Clinton succeeded in that.

2.1.1.7. The Use of Nonverbal Behavior (s)Appeal

The most common persuasive strategy that Hillary Clinton used in her speech is the use of nonverbal behavior to communicate her emotional response. As a persuader, she showed what she felt through her voice, movement, and gestures in order to persuade her audience. Nonverbal behavior used when Hillary Clinton changes her voice and indignation in certain statements. For example,

“Troops on the frontlines, policemen and firefighters are running towards danger. Doctor and nurses take care of us. The teacher who change lives, entrepreneurs who see the potential of every problem, mothers who have lost children to violence are building a movement to keep other children safe. Each of us has forgotten. Americans don't say: I ALONE CAN FIX IT. We say: WE'LL FIX IT TOGETHER.”

Here, Hillary used her nonverbal behavior to communicate her emotional reaction. She raised her voice to show that she was angry about what Donald trump said. She became furious when she knew that trump ignored people’s sacrifices by saying “I ALONE CAN FIX IT” Hillary showed that Donald trump is selfish by falling to engage the public with his words. However, Hillary always reminds the audience that they are part of her speech to make them feel more involved.

2.1.1.8. The Use of Inductive Reasoning Appeal

Other persuasive strategy that Hillary used is inductive reasoning. Inductive reasoning is the use of logic that employs specific examples or instances to arrive to the general conclusion. For instance,

“And my heart just swelled when I saw Anastasia Somoza representing millions of young people on this stage, because we change our law to make sure she had an education. So, that's right. I adore the political details whether we're talking about the

exact level of lead in flint, Michigan drinking water. The number of mental health facilities at a Iowa, or the cost of your prescribed medication. Because it is not just a detail, if it is your son or your family. It's a big deal and it should be a big deal to your president too.”

In such case, Hillary started her speech with an example. The first example talked about Anastasia Somoza as a representation of her attempts to change the law. Then, the second example talked about the statement or the fact of the precise level drinking water in flint. She also mentioned the health facilities in Lowboy the introduction of these examples, Hillary indirectly compared between some problems in America. This comparison of problems provides some details to change the law.

2.1.1.9. The Use of Repetition Appeal

Clinton used repetition as a persuasive strategy in her speeches and communications. She often repeated certain phrases or keywords to emphasize points and to make them more memorable. Some examples of repetition in Clinton's speech include “Stronger together. "This phrase was used as a Clinton campaign slogan during 2016 US's presidential election. She repeated it often during rallies and speeches to emphasize its importance.

Repetition can be seen as a form of rhetorical device that Clinton uses to connect with her audience and reinforce her message. By repeating a word or phrase multiple times, she was able to create a certain rhythm, which can have a hypnotic effect on the listener. For example, during her 2016 presidential campaign, Clinton often repeated phrase “I am with you” to express solidarity and connect with her supporters.

Another example is her use of the phrase “stronger together” which she repeated multiple times to emphasize the importance of unity and cooperation; both within her campaign and in the country at large. Overall, repetition is one of many tools that Clinton uses to persuade and inspire her audience, and she shows her skill as a communicator and leader.

2.1.1. 10. The Use of Social Media Appeal

Clinton used social media as a persuasive strategy during her 2016 presidential campaign. She leveraged multiple social media platforms such as Twitter, Facebook, Instagram, You Tube, and Snapchat to connect with the voters and promote her campaign messages.

One of the tactics that Clinton used to persuade the voters through social media was to share short videos where she spoke directly to the camera. In many of these videos, she highlighted issues such as the equal pay for women, creating jobs, and improving education that resonated with her supporters. She also shared personal stories about her family, showing her human side, and connecting with people on an emotional level.

Another strategy that Clinton used on social media was to respond promptly to her critics and supporters alike. She used the platform to address rumors, clarify misunderstandings, and to call out Donald trump and his policies. By doing this, she was able to establish her position as a reliable authority who knows what she is doing and what she stands for. Thus, it can be said that the social media was used by her, as a persuasive strategy, to engage and connect with her supporters, to respond to critics, and to be more competent and relatable leader.

2.1.2. Aristotle’s Classification of Clintons’ Persuasive Strategies

The all above-mentioned persuasive strategies used by Clinton can be classified according to Aristotle’s model as ethos, pathos, and logos. The following table shows how Clinton used those strategies in her speech.

Table 2.2.*Aristotle’s Classification of the Persuasive Strategies Used by Clinton*

Persuasive Strategies Used by Clinton	Example from Her Speech	Analysis of the Example
Pathos	“We're still working our way back from a crisis that happened because time-tested values were replaced by false promises.”	This example has been suggested as pathos because it generally shows how crises and false promises can increase the feelings of the audience. It convinces the audience by the use of reason. Also, she was showing a frightening event.

<p>Ethos</p>	<p>“You brought our country back. Now it's time. Your time to secure the gains and move ahead.”</p>	<p>In her speech, Hillary used the utterance of "you brought our country back. Now it's time-your time to secure the gains and move ahead" that contains an ethos strategy. It gives some motivation and encouragement to the audience.</p>
<p>Logos</p>	<p>“As we have since our founding. America made a new beginning you worked extra shift. Took second jobs. Postponed home repairs. And now people are beginning to think about their future again-going to college, starting a business, buying a house.”</p>	<p>She cited the fact of the role of America and rose up the society's spirit. That is why these utterances contain logos; when she mentioned: “Americans made a new beginning or new life with worked extra shift took second jobs...”</p>

2.2.Persuasive Strategies Used by Trump

Concerning the second research question of this research that states what kinds of persuasive techniques Donald Trump uses persuasively in his public speech, it is found that Trump used a number of persuasive appeals that are:

2.2.1. Crook's Classification of Trump's Persuasive Strategies

2.2.1.1. The Use of Humor Appeal

Donald Trump is known by his unique and often controversial style of communication, including his use of humor as a persuasive strategy. The following examples show his use of humor:

“I have a great relationship with the blacks.”

“We need a president who isn't a laughing stock to the entire world.”

2.2.1.1.1. Insult Humor Appeal

Trump often used humor to insult his opponents or critics. This can be seen in his use of nicknames such as ‘Crooked Hillary’ or ‘Sleepy Joe’ for his political rivals. While this type of humor can be polarizing, it can also be effective in creating a sense of solidarity among his supporters.

2.2.1.1.2. Self-Deprecating Humor Appeal

Many times, Trump used self-deprecating humor to downplay his flaws or mistakes. For example, during a rally in North Carolina, he once joked about his

infamous hair, saying “I don't wear a toupee. It's my hair. I swear.” This type of humor can be disarming and can help to humanize the speaker.

2.2.1.1.3. Hyperbole Appeal

Trump is also known for his use of hyperbole, which can be seen as a form of humor; for example, he is known by his exaggeration of the size of his crowds or the success of his administration. While this type of humor can be seen as deceptive, it can also be effective in getting people's attention and creating a sense of excitement.

2.2.1.2. The Use of Fear Appeal

Fear is another persuasive strategy that Donald Trump used in his rhetoric. The following examples illustrate this strategy:

2.2.1.2.1. Immigration

One of the main topics that Trump used to instill fear in his supporters was immigration. He frequently talked about the dangers of illegal immigration, using terms like ‘rapists’ and ‘criminals’ to describe undocumented immigrants. He also often talked about building a wall along the southern border of the US, suggesting that it was necessary to keep America safe.

2.2.1.2.2. Terrorism

Trump also frequently invoked the threat of terrorism to create fear among his supporters. He often talked about the need to be tough on terrorism, and he suggested that his opponents were weak in the issue. He also proposed banning Muslims from entering the US, citing concerns about terrorism.

2.2.1.2.3. Law and Order

Trump also used fear to appeal with voters who were concerned with crime and violence. During his 2016 campaign, he frequently talked about the need for ‘law and order’, and he suggested that crime was spiraling out of control in the US. He also suggested that his opponent, Hillary Clinton, was soft on crime and would make the situation worse.

Trump use of fear as a persuasive strategy is controversial. While it was effective in rallying his supporters, it can be criticized for being divisive and potentially damaging to the social fabric of the country.

2.2.1.3. The Use of Repetition

Repetition is another strategy that Trump used in his speeches and communication. The following are some examples about this technique.

“Make America great again.” (Campaign slogan, 2016)

“No collusion, no obstruction.”

2.2.1.3.1. Catchphrases

Trump frequently used catchy phrases that he repeated over and over again including ‘make American great again’, ‘American first’, and ‘drain the swamp’. By repeating these phrases, he reinforced his message and made it more memorable for his supporters.

2.2.1.3.2. Superlatives

Trump also used repetition to emphasize the greatness of his ideas and accomplishments; for example, he referred to his tax plan as ‘the biggest tax cut in

history’ and described his administration as the ‘the most successful first of two years of president’.

2.2.1.3.3. Attack Phrases

Trump also used repetition to attack his opponents; for example, during the 2016 presidential campaign, he repeatedly referred to Hillary Clinton as ‘crooked Hillary’ and used the phrase ‘lock her up’ at his rallies. By repeating these attack phrases, he reinforced negative perceptions of his opponent and rallied his supporters. Trump’s use of repetition as a persuasive strategy was effective in reinforcing his message and rallying his supporters. However, it can be criticized for being simplistic and for oversimplifying complex issues.

2.2.1.4. The Use of Emotional appeal

Emotional appeal is another strategy that Donald Trump used in his advertisements. Examples of this appeal are discussed in the following subtitles.

2.2.1.4.1. Patriotism

Trump often used appeals related to a sense of patriotism in his speeches, suggesting that his policies and ideas are in the best interests of the country. He often used phrase like ‘make American great again’ and ‘American first’ to increase the sense of national pride.

2.2.1.4.2. Fear

As it is mentioned before, trump often used fear as a way to appeal to emotions. By emphasizing threats such as terrorism, illegal immigration, and crime, he created a sense of urgency and anxiety that can be motivating for his supporters.

2.2.1.4.3. Empathy at Times

Trump used empathy to appeal to emotions. For example, during his 2016 campaign, he spoke about the struggles of working-class in the American society and he promised to bring back jobs and economic growth. By speaking directly to the concerns of his supporters, he created a sense of connection and understanding.

2.2.1.4.4. Anger

Trump has also used anger as a way to appeal to emotions. He frequently criticized his opponents and media by using tough language and insults. By tapping into feelings of frustration and resentments, he can energize his supporters and create a sense of solidarity. For example,

“Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And we will make America great again.”

“We’re going to take on the special interests, the lobbyists, and the corrupt corporate media. And we're going to build a government that works for you, and that answers to you, and that represents you.”

Trump's use of emotional appeal as a persuasive strategy was effective in connecting with his supporters and motivating them to take action. However, it can be criticized for being divisive and for exploiting negative emotions to further his agenda.

2.2.1.5.The Use of Social Media

Donald Trump's use of social media as a political tool was highly effective in mobilizing his base, spreading his message, and circumventing traditional media channels. Some of his key persuasive strategies on social media in politics include:

2.2.1.5.1. Direct Communication

Trump's use of social media allowed him to bypass traditional media channels and communicate directly with his followers. He shared his opinions and ideas without being edited by journalists, and he responded quickly to breaking news and events.

2.2.1.5.2. Personalization

Trump used social media to create a personal connection with his followers. He often used 'I' and 'me' in his posts, which gave the impression that he was speaking directly to his audience. He also used emojis, exclamation points, and informal language to create a conversational tone.

2.2.1.5.3. Controversy

Trump frequently used social media to create controversy and generate media attention. He produced provocative statements, attacked his opponents and was engaged in Twitter feuds. This kept him in the headlines and created a buzz around his campaign.

2.2.1.5.4. Visuals

Trump's social media posts often included visuals, such as photos or videos that helped him to reinforce his message and made it more memorable. He also used memes and other shareable contents to help him to be unforgettable.

2.2.1.6. The Use of Inductive Reasoning

The speaker employs the rationalization technique to establish and implant ideas in the listener's mind, aiming to alleviate any concerns and facilitate the acceptance of their desires and choices. In Trump's political advertisements, the rationalization strategy utilized to provide justification and strengthen his perspective. Through this tactic, he reinforces his position as a presidential candidate and presents himself as a suitable choice, aligning with people's aspirations for positive change in their country.

2.2.2. Aristotle's Classification of Trump's Persuasive Strategies

Trump's persuasive strategies in his electoral advertisements to convince Americans to vote him as president can also be classified according to Aristotle's model. According to Aristotle, there are three types of persuasive strategies: logos (rational argumentation), ethos (reliability and credibility of the speaker), and pathos (emotional appeal).

Trump used a number of statements of logos as persuasive strategies in his speeches. Logos can be divided into two types: Enthymeme and Examples. We based our analysis on them. It has been found that Trump used statements contained Enthymeme. These statements appeared in his campaign speeches. Moreover, we found other statements of Examples, specifically some of them are categorized as illustrative parallel and the others are categorized as fables. Trump employed logos by presenting credible information as supporting material and verbally citing sources in his speech.

The second persuasive strategy is ethos. Ethos is an integral part of narration. Aristotle claimed that narration can reveal the character depending on how the story is narrated. Trump used statements classified as ethos in his speeches as the second strongest persuasive strategy in his advertisements.

The third persuasive strategy used by Trump is pathos. Pathos encompasses the emotional influence on the audience. The goal of each speech is to persuade the audience. Therefore, it is necessary to put the audience in the appropriate emotional states. Aristotle noted that it is crucial for every speaker to know what feelings exist, and how and under what conditions they elicited.

In his last speech ,before the day of counting votes, Donald Trump tried to persuade and change the audience thought by affecting their emotions in a way he faced the negative issues of the previous government of Obama period. He linked his opponent to issues that occurred in Ohio, in that time during Obama period. He wanted the audience to comment on these issues to affect the emotions of the audience. Thus, when the audiences become provoked, they will show their sympathy to Trump and they will believe that he is the one who can change America by using a new approach in all aspects of the majority of the state administration.

Donald Trump won the election and the majority of citizens in the US chose him as a president of the state in 2016. He surprised people because he raised the issues, which are very racist and anti-Islamic. The public speaking by Trump was reasonable to be studied and the way he talked was is attractive to be a reason for the researcher to study about the persuasive techniques used in his public speaking speech.

2.3. Similarities and Differences in Using Persuasion between the Two Candidates

Both Hillary Clinton and Donald Trump speeches showed evidence of ethos that characterizes emotional intelligence to convince the public to believe in the fact that they were eligible future presidential candidates for the US. In her campaign speech, Clinton impressed the voters by her strong experience in service resulted from many

years of working closely with The US military and by her diplomatic ability by cooperating with many countries around the world. On the other hand, despite boosting his image and his credibility with regards to intelligence and experience, Trump approached the public in a different way. He specifically highlighted his ability in the areas of doing business. However, he proved his comprehensive understanding of the current economic and political fraud, and he linked successful business experience with political experience when he promised to bring improvements to the country.

Both Hillary Clinton and Donald Trump presented themselves as good leaders. They showed their values and motivations as an evidence of a virtuous character that aims to build public confidence. Clinton showed her good intentions towards her Nation, through her promises to create a fairer economy, and lift people out of poverty. She frequently showed her sympathy toward people who have disadvantages because of the relentless racial discrimination, color discrimination, and gender discrimination in society. Likewise, Trump honed his personality to gain the public trust by discussing many issues, including social issues such as equality, avoiding hate and oppression; and economic concerns to build the needed infrastructure for the American population.

Both politicians showed the good will and connect benevolence to the public to reflect their good spirit. They shared similarities in expressing their gratitude to the people who came to them, listened to their speeches, and contributed to their parties. Clinton was very grateful for the contribution of local officials, the volunteers and campaign organizers. However, by emphasizing "I want to be a strong partner", she meant to be the faithful American comrade and to cooperate with them in all circumstances. Both Hillary and Trump have stretched their sincerity to get the massive public attention and interest in their values to convince the public to vote for them.

It is no coincidence that what appears so often in Clinton's and Trump's campaign speeches are rhetorical arguments describing enthymeme. Presenting a reasoned argument through premises to entail temporary conclusion is treated as an effective persuasion strategy by them in order to enhance qualities and values over their competitors.

Clinton tried to convince the Americans to believe in the fact that Donald Trump was by no means representative of 'justice and fairness' or 'criminal justice reform' and to highlight her vital role in leading America into a new chapter of optimism and brightness. Trump also showed counterattack toward Clinton when he stressed the common-sense premise that politicians often deliver on their responsibilities to the nation and the people concerning issues such as open borders and lower wages. He tried to show that Clinton's administration failed to carry out its duty to secure the borders or to enforce the law to push the nation and its people to have pessimistic prospects and lead them to death. Trump continued his arguments by asserting that America could hardly avoid trouble if the nation will rely on trouble-makers like Clinton, as a president.

Another strategy of persuasion that the two politicians used in their presidential election rhetoric in regards to trying to touch and control the emotion of their audience is pathos. According to the data collected, emotion arousing was designed for two main purposes: to arouse the audience's emotion and to calm its emotion. Clinton and Trump have both exploited pathos in their presidential campaign utterances. However, Hillary mostly elicited feelings of hate, admiration and trust; Trump generated fear and anger. With regard to Clinton, when she spoke about the American people, the long-standing tradition of the US, and of the contribution of supporters, she amazed the audience when she expressed her great admiration toward the persons mentioned. Besides, she

was very sympathetic to and admired those who appeared in her stories. They were young individuals but could hold on to such different and admirable values.

To sum up, the following points summarize the similarities and differences between the two politicians regarding the use of persuasion in their electoral advertisements:

- Both Donald Trump and Hillary Clinton used emotional language to connect with their audiences and appeal to their feeling and fears.
- Both candidates often repeated key phrases and slogans to reinforce their messages and to make it more memorable.
- Both candidates leveraged social media and other new communication technologies to reach and engage with voters in new ways, such as through targeted ads and live videos.
- Both Trump and Clinton used fear to motivate their supporters to get out and vote. Donald Trump focused heavily on issues related to immigration and national security, While Hillary Clinton emphasized issues such as healthcare and education.
- While both candidates attacked their opponents, Trump's attacks were often more personal and aggressive, Unlike Clinton's attacks that focused more on policy differences.
- Trump often used fear to appeal to voter's sense of nationalism and patriotism, painting himself as a defender of the American values and interests. Clinton, on the other hand, tended to focus more on the dangers of a Trump presidency and the importance of protecting the rights of marginalized groups.

Based on Aristotle's model, the rhetoric strategies highlighting persuasion in the oratorical speeches of the two politicians; ethos, logos, and pathos, it can be said that,

according to the result of the findings, both Hillary Clinton and Donald Trump utilized all persuasive strategies proposed by Aristotle to persuade their audience through various ways. They used ethos to highlight good image through language, pathos to stimulate emotion and logos to describe evidence and logical reasoning to the audience. However, they used them differently.

While Trump spread his persuasion with the priority of pathos, Clinton was more inclined make full use of ethos and logos in her political campaign speeches. Trump preferred using pathos, which aroused the audience's fear and anger. On the other hand, Clinton tried to persuade people to vote for her using rhetorical evidence of hatred, aspiration, and confidence.

Although Clinton and Trump deeply reflected their deep love, patriotism, and loyalty to their candidate, they showed conflicting political stands on issues such as terrorism, immigration, health system, gun policy, and economy. Obviously, these contrasts play a vital role assisting Clinton and Trump to establish social relationships with the audience and to determine social order. Thus, they can manipulate the audiences and persuade them to vote for them to be a president of the US.

Conclusion

In conclusion, the present chapter discussed the persuasive strategies used by Clinton and Trump and the similarities and differences between them. It is found that both candidates employed different persuasive strategies during their campaigns. Trump relied heavily on emotional appeals and personal branding, while Clinton focused on her experience and qualifications. Both candidates utilized social media and engaged in negative campaigning, but Trump's tactics were often more aggressive and controversial. Overall, their approaches reflected their unique personalities and styles.

General Conclusion

Throughout the course of this study, the research has examined the persuasive strategies employed in the electoral advertisements during the 2016 US presidential campaign. The focus was on the advertisements of the two major candidates, Donald Trump and Hillary Clinton, and how they used persuasive techniques to affect the voters and influence their decisions. Drawing from Aristotle's theory of rhetoric, the dissertation identified three key components of persuasive communication: ethos, logos, and pathos. Ethos refers to the credibility and trustworthiness of the speaker, logos refers to the use of logic and reason to persuade the audience, while pathos refers to effect of the emotions of the audience, and the appeal of their values, beliefs, and desires.

The analysis of the advertisements revealed that both candidates used a combination of these strategies indifferent degrees. Donald Trump , for instance, relied heavily on pathos by appealing to the fears and frustrations of his supporters. He often used inflammatory language and stereotypes to rally his base. Hillary Clinton, on the other hand, focused more on logos by presenting herself as a competent and experienced leader.

Through the analysis of these advertisements, the study has identified similarities and differences in the persuasive techniques employed by both candidates,

and explored how these strategies supported by Aristotle's theory of rhetoric. One key similarity between the ads of both candidates was the use of emotional appeals to connect with audiences. Trump's ads frequently utilized fear and anger to rally his supporters and tap into their frustrations with the current political system. In contrast, Hillary Clinton's ads often are featured by hopeful and optimistic messaging, highlighting her vision for a brighter future and appealing to voters' desire for positive change.

Another similarity between the two candidates was the use of personal branding and image management in their advertisements. Both Trump and Clinton presented themselves as strong and capable leaders with unique qualifications for the presidency. Trump emphasized his business experience and outsider status, while Clinton emphasized her experience in public service and dedication to women's rights.

Despite these similarities, there were also notable differences in the way the two candidates approached their advertising strategies. Trump's use of emotional appeals is aligned with Aristotle's emphasis on pathos, while Clinton's focus on policy and logic is aligned with Aristotle's emphasis on logos. Additionally, both candidates utilized ethos by presenting themselves as credible and trustworthy leaders with unique qualifications for the presidency.

Overall, The study highlights the importance of understanding the persuasive strategies used in electoral advertisements, particularly in the context of a highly charged and divisive political campaign. By examining the advertisements of both candidates and analyzing them from the lens of Aristotle's theory of rhetoric, it provides insight into the ways in which political messages are constructed and delivered, and the impact they have on voters. Therefore, it is recommended that scholars and practitioners alike to continue exploring the role of persuasion in politics, particularly in

light of the growing influence of social media and other digital platforms. As political campaigns become increasingly sophisticated and data-driven it will be essential to understand how persuasive messages are tailored and targeted to specific audiences, and how they used to shape the public opinion (s) and influence the result of elections.

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ملخص

تناقش هذه الدراسة استراتيجيات الإقناع المستخدمة في الإعلانات الانتخابية الأمريكية. كما تهدف الدراسة لمعرفة أنواع أساليب الإقناع المستخدمة من قبل هيلاري كلينتون ودونالد ترامب في خطابات حملتهما السياسية مع تسليط الضوء على التشابهات والاختلافات بينهما. لتحليل البيانات المحصلة، تتبعنا هذه الدراسة نظرية أرسطو ونموذج كروك (2004) المعدل حول الإقناع باستخدام المنهج الوصفي النوعي. حيث أظهرت نتائجها أن ترامب و كلينتون استخدمتا عدة أنواع من الاستراتيجيات للحصول على دعم من الجمهور في تقديم خطابتهما السياسية. استخدم كلاهما الإيثوس والباثوس واللوجوس بدرجات مختلفة. في حين اعتمد ترامب بشكل أساسي على الباثوس لنقل رسالته المقنعة، أما كلينتون فمالت أكثر إلى استخدام الإيثوس واللوجوس في حملاتها السياسية. تنطوي استراتيجية ترامب على استدعاء الخوف والغضب لدى الشعب مستعينا بالعواطف. من ناحية أخرى، تهدف كلينتون إلى إقناع الناس بالتصويت لصالحها من خلال تقديم أدلة استعارية قائمة على مبادئ الكراهية والتطلع والثقة. على الرغم من أن كلا المرشحين يعبران عن حبهما العميق ووطنيتها وولاءهما اتجاه مؤيديها إلا أنهما يحملان مواقف سياسية متضاربة في قضايا حيوية.

كلمات مفتاحية: دونالد ترامب، هيلاري كلينتون، الإعلانات الانتخابية، استراتيجيات الإقناع.