

استخدام الأدوات البلاغية في الفيديوهات السياحية لغرض الإقناع ولاء علي و هدى عبد

استخدام الأدوات البلاغية في الفيديوهات السياحية لغرض الإقناع

Using Rhetorical Devices in Tourism Videos for Persuasive Purposes

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الملخص

تحاول الدراسة الحالية دراسة مفهوم الإقناع من منظور بلاغي من خلال استخدامه في مقاطع الفيديو السياحية. و تسعى الدراسة الى استعراض مفهوم الإقناع من منظور أوسع وحدث من خلال تقديم تعريفات ونظريات وعناصر ونماذج واستراتيجيات مختلفة. كما توضح الدراسة الخطاب ومجازاته. وتستكشف الدراسة بشكل أساسي الاستراتيجيات البلاغية التي عادة ما يستخدمها صانعو الإعلانات السياحية لتحقيق أهدافهم المتمثلة في جذب عدد كبير من السياح إلى وجهة معينة. اذ قامت الباحثة بتقديم تحليلاً نوعياً للبيانات التي هي عبارة عن ١٠ فيديوهات للسياحة وعلى أساس الاستراتيجيات اللغوية البلاغية للإقناع. وكشفت الدراسة أن هناك أدوات بلاغية محددة مثل الاتساق والجناس والسجع التي يتم استخدامها بشكل متكرر في مقاطع الفيديو السياحية. في الوقت ذاته توجد ادوات بلاغية أخرى في مقاطع الفيديو السياحية ولكن بنسب مئوية منخفضة.

Abstract

The current work tends to study persuasion from a rhetorical perspective as employed in tourism videos. It attempts to tackle the persuasion concept from a much wider and novel perspective by presenting various definitions, theories, elements, models, and strategies. It also clarifies rhetoric and its tropes. The study mainly explores the rhetorical strategies that tourism advertisement makers usually use to achieve their goals of attracting a considerable number of tourists to a particular destination. The researcher qualitatively analyzed the data which was 10 videos of tourism on the basis of the linguistic rhetorical strategies of persuasion. The present study revealed that there are specific rhetorical devices such as consonance, alliteration, and assonance that are used most frequently in tourism videos. At the same time, other rhetorical figures are found in tourism videos but in a low percentage.

Introduction

Since the last fifty years, the study of persuasion has flourished due to the development of technology in human life. Perloff (2003, p. 46) defines Persuasion as “a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice.” Persuasion means attempting to convince people to adopt a particular belief, behavior, or idea. Persuasion consists of constituents that are found in every communication. Thankfully, many researchers have formed theories concerning persuasion and explored strategies used. Aristotle was the first figure that paid attention to the subject of persuasion. Cognitive dissonance, negative and positive motivation, and the Hovland-Yale model are some persuasion theories.

Rhetoric was an old topic that has received major attention in the past. Although there is no certain definition for rhetoric, it can be said that it is the art of speech. Rhetoric includes a considerable number of devices that can be used to form a persuasive speech. Though persuasion has been a subject of many previous studies of different approaches, the current study proposes to explore rhetorical tropes used by advertisers in tourism videos. This study aims to examine persuasion in a new medium. It tries to find out the rhetoric figures used in tourism videos and to show the most frequent devices employed in these videos.

Research Questions

The study seeks to answer the questions below:

1. What are the rhetorical devices used in tourism videos?
2. What are the most common rhetorical persuasion strategies used in this kind of videos?

Theoretical Background

Persuasion

The term “persuasion” has received different definitions from many figures. Persuasion is “a process that aims to change or reform attitudes, beliefs, opinions, or behaviors towards a predetermined outcome through voluntary compliance” (Mortensen, 2004, p. 7). Perloff (2003, p. 46) states that persuasion is “a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice.” Persuasion is also described by Charteris-Black (2011, p. 13) as “the intention, act, and effect of changing an audience’s thinking.” Another definition for persuasion is referred to by Simon (1976) describing it as human communication that aims at modifying others’ values, beliefs, and attitudes (cited in Mohan, 2013). It can be said that a persuasion is an act that intends to influence the audience’s beliefs toward something. It is important to mention that persuasion is done without any use of coercion or force to accept the intended message. Communicators use persuasive language that encourages their audience to agree with them.

Emeren et al. (1999) add that persuasion is social in spirit and that it is a typical social act. His claim is evidenced by the fact that conversations occur between two or more interlocutors. Language is the essential tool that enables a person to form a persuasive speech. Virtanen and Halmari (2005) claim that persuasion has an essential role

in daily interactions. Persuasion is used in various cultural, social, and professional contexts. Thus, the belief that persuasion is a basic element in communication is delivered by classical rhetoric. Virtanen and Halmari (2005) add that persuasion does not only contain theories but strategies as well. It is used in business, personal relationships, and politics.

Zollo (2014) reports that the study of persuasion traces back to ancient times. The Greek philosopher Aristotle was the first to establish the strategies and components of persuasion. Aristotle categorizes persuasive techniques into three sets which are pathos, logos, and ethos. During the Middle Ages, persuasion was regarded as a liberal art. Educated people of that time were trying to master persuasive techniques. Through Reformation, preachers used to employ persuasive strategies to get people to follow their religious instructions. In the present time, persuasion is most apparent in advertisements.

Constituents of Persuasion

There are many elements that can be found in each communication act. These components as mentioned by Lasswell (1948, as cited by Kahina & Sabrina, 2014) refer to the communicator, the recipients, the message, the media used by the sender to convey his message, and finally the effect made on the message receivers.

1. Communicator

This term stands for the person who transmits information to the audience. A communicator is the information source. Lasswell (1948, as cited by Kahina & Sabrina, 2014) states that a communicator refers to the sender of the message.

2. Message

Ideas, beliefs, and behaviors that are sent to the audience and meant to be accepted are included within the term “message” (Onong, 1986). The message is supposed to influence its receivers and encourage them to follow its content.

3. Communicants

Communicants are the goal of the persuasion process. They refer to the audience that receives the message and is supposed to be influenced by it.

4. Media

Media means the channel that the persuader uses to convey his message to the intended audience. Media can vary according to the human five senses. Thus, a message might be spoken, written, seen...etc.

5. Situation

It concerns the psychological, social, and physical context in which the message is conveyed by the persuader (Onong, 1986).

Theories of Persuasion

Many theories concerning persuasion have emerged. Aristotle and Hovland explained below:

1. Aristotle Theory (350 B. C. E.)

Aristotle, the Greek philosopher, has categorized the properties of various concepts and items. The composition of persuasive speaking was one of Aristotle's most central contributions. Aristotle has

identified three timeless appeals of persuasion since 23 centuries ago. He states that persuasion art contains three elements which are as follows:

- Logos: logical appeal.
- Pathos: emotional appeal.
- Ethos: moral, ethic, and characteristic appeal.

Logos refers to the case when a persuader utilizes honorable sources to provide his message with facts, quotations, and statistics. This appeal makes the speaking solid. Pathos includes constructing persuasive speech in a way that affects the emotions of the audience. Pathos is considered the vehicle that conveys the facts to the audience. Using facts alone to convince the audience makes the argument flat and cold. Ethos refers to the persuaders' identity, knowledge, reputation, and experience in the field they are arguing. It is determined that winning the audience's trust is the most important element that enables an argument to succeed (Online 1).

2. Carl Hovland (1953)

Carl Hovland is an American physiologist. He intensively studied persuasion during World War II for the American Army. After the war, he kept investigating persuasion at Yale University. Yale's attitude change approach is the model that Hovland comes out with. This model explains the state in which people change their minds about something. Hovland states that there are certain properties of the communicator, message, and the audience that enable the message to be persuasive (Hovland et al., 1953).

In order to be persuasive, Hovland and Weiss (1951) state that a persuader has to be credible and attractive physically (Eagly & Chaiken, 1975; Petty et al., 1997). Therefore, the message of a credible person who has knowledge about the topic is more persuasive than the

incredible one. Similarly, a good-looking speaker's speech seems more persuasive than the less attractive one. Thus, depending on this principle, celebrities such as famous actors and footballers are used to spread messages.

Messages also contain features that help to make them more persuasive. These properties include subtlety, sidedness, and timing. Subtle messages are more persuasive than unsubtle ones. Concerning the audience, attention, intelligence, self-esteem, and age are features that help the message persuade its receivers. In order for a message to be persuasive, the audience must pay attention to it. It is also known that young people are easier to be convinced than adults (Online 2).

Strategies of Persuasion

Early Persuasive Strategies

Stiff and Mongeau (2003) state that, in their persuasion theory, Aristotle mentions that there are three forms of rhetorical. These strategies include logos, ethos, and pathos. Ethos refers to the persuader's truthfulness. This appeal includes three parts which are competence, credibility, and dynamism. Both credibility and competence are the most explored parts of truthfulness. The speaker's knowledge concerning the topic being discussed refers to "Competence," while credibility means the extent to which the audience trusts in the persuader to convey to them non-manipulative information.

A communicator can enhance his competence by forming a solid speech Based on his wide experience and knowledge in the field talking about. Credibility is delivered from both the speech content and the character of the communicator himself. For the content, a speaker has to cite information from reputable sources and avoid coercing the

audience to accept what he says. The personality of the speaker also affects the persuasiveness process. The speaker has to be warm and friendly (Stiff & Mongeau, 2003).

Stiff and Mongeau (2003) declare that dynamism stands for the degree to which the message receivers consider the speakers as outgoing and animated. Dynamism consists of two dimensions. These dimensions are charisma and energy. Charisma includes both concrete and abstract qualities that make a person persuasive. Charisma is a natural gift, In other words, charisma can not be developed intentionally. A person can not embody being charismatic. Energy is the other component of dynamism. It refers to the effect that a person does while trying to convince his audience. It includes presenting relevant information about the topic, eye contact, and vocal variety. Energy is the opposite of charisma. It means that everybody can do it.

Logic is related to argument reasoning and logic. A speaker can make his speech persuasive by enhancing it with materials like images, data, diagrams .. etc. If there is a fallacy in the speaker's speech, his attempts to convince his audience will absolutely fail (Stiff & Mongeau, 2003). Cooper and Nothstine (1996) assert that a persuader has to choose the sources of information carefully. He should use those which are credible, reputable, and unbiased to support his speech. A person also can appeal to logic by mentioning his own experience as well as the credential of the information source.

Stiff and Mongeau (2003) suggest that for an argument to be persuasive, it has to disprove the argument's opposing point of view. Pathos is concerned with the audience's feelings. In order to enable a speaker to reach his goal, he can appeal to pathos. This is usually done by stimulating the audience's emotions toward the message content. Stirring the message receiver's feelings increases the chances to make the message accepted (Online 1).

Stiff and Mongeau (2003) add that depending only on the emotional appeal might make the audience suspicious. It is better to appeal to both pathos and logic at the same time. Pathos can be useful when the speaker wants his audience to take immediate behavior toward something. Fletcher (2001) mentions that pathos is weak since its effect can be stopped by the absence of the persuader. For some speakers, this appeal is not easy to use. It requires the speaker to be well skilled to use language in a dramatic way. Martin Luther King Jr. could stimulate his audience's feelings by creating powerful language. In order to achieve this appeal, a person can use metaphorical images and visual aids. A communicator should use all of the above-mentioned appeals within his argument. A speech that depends only on one of these appeals can not reach its goals.

Recent Persuasive Strategies

The persuasive strategies, mentioned by Aristotle, have been used for a long time. The recent persuasive strategies are mainly derived from psychology theories. Persuasive techniques are used in communication among people although it is related to psychology. The psychological theories of persuasion are cognitive dissonance, positive and negative motivation, and appeals to needs (Online 3).

a) Cognitive Dissonance

It is the unpleasantness that a person feels as a new view contradicts his current one. Employing cognitive dissonance is based on three presumptions. These assumptions are: 1) consistency is necessary for human thinking, 2) Psychological discomfort occurs when inconsistency exists, and 3) In order to return the psychological

balance, people accept the received beliefs, values, and attitudes (Stiff & Mongeau, 2003).

Humans are hard to be persuaded by new views contracting their original ones. Cooper and Nothstine (1996) name a number of logical and mental ways that people usually employ to get out of dissonance. A person might disapprove of the information source, showing himself as an exception and ignoring the speaker.

b) Positive and Negative Motivation

Positive motivation refers to the strategy used by the speaker when he tells his audience that listening to what he says will result in good things. Contrarily, negative motivation means the speaker warns that not taking his advice into account will result in bad consequences. This persuasive strategy is usually used by parents, teachers, and public speakers.

c) Appeals to Needs

Maslow (1943) there are a number of needs that human beings try to fulfill. These needs include social and psychological ones, self-esteem, and self-actualization. The above needs are essential for humans and the communicator can stimulate them as a way to convince his audience to accept his message. Positive or negative motivation is usually accompanied by appeals to needs.

A communicator has to know that not all needs can be used as a good way to persuade people. It is not good nor ethical to use psychological needs or self-actualization as strategies to achieve goals. Safety, social needs, and self-esteem are considered the best methods that a persuader can utilize to persuade others to follow his message. A speaker can combine appeals to safety with both negative and positive motivation. The speaker can tell the listeners to follow his message to get safety otherwise they will lose safety (Online 1).

Tourism and language

Griffiths and Griffiths (1772) state that “tourist”, the English word, was employed in the English language for the first time in 1772 while the term “tourism” came into use in 1811 (Harper, 2022). These two words are derived from the Ancient Greek word “*tornos*” which means “lathe” (Online Etymology Dictionary, 2016).

Tourism is defined by UNWTO as “a social, cultural, and economic phenomenon involving the movement of people to countries or places outside their usual environment for personal or business/professional purposes.” League of Nations, in 1939, provides a definition for a foreign tourist as “someone traveling abroad for at least twenty-four hours.” In 1945, the United Nations edited the previous definition by making the maximum stay for tourism half a year (Theobald, 1998).

Gerhard and Christine (2011) state that both the cultural identity and nature of a place are regarded as magnets to attract tourists. The government of a particular country is also decisive in its tourism rate. For instance, due to the Royal Family, Britain yearly brings millions of tourists. This achieves a large amount of income for the British economy. There are many types of tourism sustainable, ecotourism, volunteerism, pro-poor, recession, medical, educational, events, doom, religious, creative, and many other kinds (Online 6).

In fact, tourism boosts the economy by providing exchanges. Due to these reasons, there appears competition among tourist destinations to attract more tourists (Online 7). In order to achieve this, there are many ways that the tourism industry can use to advertise destinations. Ring and Mu (2013) state that the tourism industry market can be developed in various ways. The use of a brand name can affect the number of tourists coming. Making advertisements to support

tourism has to be a well-planned process. Moradkhani (2014) defines advertising as a profession of promoting products or services for commercial purposes. Advertising can be used to enhance the tourism industry.

Disqualified and insufficient advertisements cannot come out with benefits. Actually, they are considered a waste of both money and energy. Thus, good advertising depends on knowing the important tools that must be used in an advertisement as well as the audience's needs (Online 7). Ketabchi and Mohammad (2004) say that each channel used to advertise destinations has its own impact on tourism. In order to attain a high number of tourists, a country has to plan well in making advertisements that display their points of interest.

Rhetoric

The word "rhetoric" has its origin in Greek and it means the art of speech. Although there is no appropriate definition for rhetoric, it can be said that rhetoric refers to a kind of human activity. It presents a first-order event that appears in a cultural environment and usually co-occurs with items such as communication, language, and persuasion (Fleming, 1998). It is stated that since the end of the last century, rhetoric has attracted many researchers to explore it. Thus, a considerable number of journals, articles, graduate seminars, and monographs are written concerning rhetoric (Ibid).

The most popular use of rhetoric is represented by persuasion or what Kenneth Burke calls "symbolic inducement" (Kenneth, 1996). Early definitions of rhetoric mention that rhetoric is a theory or art of communication, persuasion, and language. It can be said that rhetoric is the art of persuading others through spoken or written language (Online 4). Aristotle adds that rhetoric is "the faculty of observing in any given case the available means of persuasion." It aims to explore methods

that both speakers and writers use to persuade and motivate their audience (Corbett, 1990).

Kennedy (1980) claimed that rhetoric was first used in Ancient Greece for certain purposes. It was used by people in court when they are accused of a crime. Due to this both Greece and Romans were concerned with techniques to be a good rhetoricians. In Mediaeval universities, rhetoric was included within the trivium. With quadrivium, rhetoric forms the seven liberal arts of Western life.

During antiquity and the Middle Ages, rhetoric was employed mainly for persuasive goals in both public and political areas as well as in the court. Classical rhetoricians have recognized hundreds of rhetorical figures. Some of these figures as simile, metaphor, and paradox are still in use until the present day. Nowadays, ideas presented in advertisements and speeches shown on television are rhetorics. Through them, they try to convince people to accept a particular point.

The following rhetorical figures are usually present in advertising:

- **Alliteration:** Huhmann (2008) states that alliteration is the reoccurrence of an initial consonant of closely related words. Harris (2013) states that alliteration is one of the most rhetorical devices used in persuasive speeches and literature.
- **Assonance:** Harris (2003) defines it as the repetition of a vowel within neighboring words.
- **Consonance:** Consonance is similar to alliteration but the difference rests in that the former states that the consonant can be repeated at any place in the neighboring words while the latter conditions such as reoccurrence to be only in initial positions.
- **Anadiplosis:** it refers to the case when the last word of a sentence is repeated at the beginning of the sentence that follows.

- **Anaphora:** Corbett (1999) defines it as the recurrence of a word at the beginning of sequential sentences.
- **Antimetabole:** means phrases or words are reoccurred in successive sentences but in a reversed order (Cuddon, 1976).
- **Antithesis:** Creating contrast by stating two different ideas in the same sentence (Corbett, 1999).
- **Ellipsis:** It is defined as “the omission of part of a structure” (Goddard, 1998, p. 123).
- **Epanalepsis:** It refers to the state when the first word of a sentence is repeated at the end of the same sentence (Corbett, 1999).
- **Epanorthosis:** Huhmann (2008) states that epanorthosis is forming a claim, then disapproving it.
- **Epistrophe:** Corbett (1999) says that epistrophe means two successive sentences that start with the same word.
- **Hyperbole:** the use of exaggerated language in order to persuade the audience (Ibid).
- **Irony:** the opposite meaning of a literal sentence (Ibid).
- **Metaphor:** the use of a phrase or word to describe something that has different nature.
- **Metonymy:** a word or a phrase that substitutes for another one (Ibid). Hind (2020) mentions that metonymy is “using a vaguely suggestive, physical object to embody a more general idea: CROWN for royal.”
- **Paradox:** a statement that leads to an unsatisfactory conclusion.
- **Parallelism:** the use of the same structure in a set of successive sentences (Ibid).
- **Pun:** the use of a particular word that has two different meanings or two unrelated words that sound the same.
- **Rhetorical question:** the use of questions but not to get information.

- **Rhyme:** the recurrence of the same sound at the end of successive items or phrases (Ibid).
- **Simile:** it means the comparison between two things. A simile is like a metaphor but it includes the usage of certain words (as, such, like, so, .. etc).
- **Cacophony:** refers to the use of unpleasant sounds at the beginning of neighboring words (Online 9).
- **Onomatopoeia:** it refers to the use of words that imitate sounds.
- **Symploce:** it is a combination of both anaphora and epistrophe. It means repeating different words at the beginning and end of a sentence (Nordquist, 2018).
- **Epizeuxis:** means the reoccurrence of the same words without interrupting (Harris, 2003).
- **Diacope:** the repetition of words even after intervening words (Harris, 2003).
- **Asyndeton:** it refers to the omission of conjunctions in positions where they're needed. This rhetorical device is usually used to make a sentence seem poetically better (Farnsworth, 2011).
- **Polysyndeton:** the opposite of the above. It means the use of conjunctions in unnecessary positions in a sentence.
- **Auxesis:** Miriam Joseph (2008) states that auxesis is the way of arranging words from least to the most significant.
- **Catacosmesis:** the opposite of the above. It means arranging things from most to the least significant (Ibid).
- **Oxymoron:** it is a paradox that is usually achieved through using two antonyms (online 10).

It is important to mention that there are many other rhetorical figures not mentioned here. The ones referred to above are the ones usually expected to be used in advertisements.

Methodology

The study is descriptive and qualitative in nature, with some statistics to support the findings of the study. The data were collected from videos that are available on Youtube with their captions. The researcher employed 10 tourism videos for the study analysis which were analyzed on the grounds of the different rhetorical persuasive strategies available in the linguistic repertoire.

Findings and Discussion

This section presents the frequency and percentage of the persuasion strategies as they emerged in the tourism data. They have been analyzed, calculated, and illustrated in the table below.

Table 1. The frequency and percentage of the persuasion strategies.

Rhetorical Device	Frequency	Percentage
Alliteration	42	9%
Consonance	255	55%
Assonance	40	8%
Irony	0	0%
Anaphora	14	3%
Antimetabole	1	0%
Antithesis	18	3%
Ellipsis	10	2%
Epanalepsis	1	0%
Epanorthosis	0	0%
Epistrophe	7	1%
Hyperbole	25	5%
Metaphore	9	1%
Parallelism	25	5%
Pun	0	0%

Rhetorical Device	Frequency	Percentage
Paradox	0	0%
Metonymy	0	0%
Rhetorical Question	1	0%
Rhyme	10	2%
Simile	0	0%
Cacophony	0	0%
Onomatopoeia	0	0%
Sympolic	0	0%
Epizeuxis	0	0%
Disciple	0	0%
Asyndeton	0	0%
Polysyndeton	0	0%
Auxesis	0	0%
Catacosmesis	0	0%
Oxymoron	0	0%

As displayed in Table 1, the most frequent strategy was consonance (55%), alliteration (9%), assonance (8%), hyperbole (5%), parallelism (5%), antithesis (3%), anaphora (3%), rhythm (2%), ellipsis (2%), metaphor (1%), epistrophe (1%), rhetorical question, Epanalepsis, irony, epanorthosis, pun, paradox, metonymy, simile, cacophony, onomatopoeia, symbolism, epizeuxis, disciple, asyndeton, auxesis, catacosmesis, and oxymoron (0%).

Through analyzing the ten collected videos, there are certain rhetorical tropes used more frequently than others. Alliteration comes in the first place followed by consonance and then assonance. These three rhetorical tropes are usually used for the same reasons. They provide sounds pleasing and build the mind. They help to make a

rhythm that the listeners enjoy. They also show that sentences are connected with each other. Anaphora has emerged 14 times through the ten analyzed videos. Anaphora is usually employed to emphasize the message and make it memorable. Hyperbole has appeared in many videos. It is used as a way to exaggerate the description of the tourism destination. Parallelism was used to make the sentences attractive to the readers. Some rhetorical devices have never been found in the analyzed data.

Conclusion

The study represented different views of persuasion. It also stated its constituents, theories, and strategies that people can make use of to form a persuasive message. The paper also defined rhetoric and its devices. The researcher analyzed the data by rhetorical devices. It is concluded that:

- 1- There are certain rhetorical devices that appear frequently in tourism videos. Consonance, alliteration, and assonance are found commonly in such types of advertisements.
- 2- There are other rhetorical devices that have never been employed in tourism videos. Catacosmesis, oxymoron, and auxesis are among devices that the researcher has not found in the data.

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