

The Persuasive Devices in Trump and Johnson's Speeches about Social Distance

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Abstract

Persuasion is a fundamental human process that influences almost every form of social contact. Trump and Johnson, as politicians, aim to control people's opinions and attitudes in order to govern the affairs of both countries, the United States and the United Kingdom .[In the present study, persuasive devices which are divided into: v.needed logos; ethos; and pathos used in analyzing Trump's and Johnson's speeches to find out the credibility of them and their logical argumentation to persuade their people in social distance]. These means of persuasion are presented by Aristotle and adopted by Kennedy (2007) and Cialdini (2001). Social distance is a new phenomenon that emerged as a result of the coronavirus epidemic that killed millions of people. During a global pandemic, social distancing is the most efficient method. The current study aims to explore which one of these strategies is mostly employed by Trump and Johnson to convince people with social distance. It is hypothesized that: there are more than one strategy used in the speeches of Trump and Johnson. The present paper has arrived at a conclusion which says that logos is frequently used by these prominent leaders among the other persuasive devices such as ethos; pathos; authority; and social evidence .

Key words: persuasion; persuasive devices; logos; ethos; pathos; authority; social evidence; coronavirus; social distance.

المخلص

الاقناع هو عملية تهدف الى تغيير السلوك او الموقف تجاه حدث معين او فكره ويتم ذلك باستخدام نصوص مكتوبة او منظوقة تهدف هذه الورقة البحثية استقصاء وسائل الاقناع لدى دونالد ترامب وبورس جونسون كسياسين بهدف السيطرة على اراء المجتمع والمواقف التي تحكم شؤون البلدين وهما الولايات المتحدة الامريكية وانكلترا تعرض هذه الدراسة الاستراتيجية المستخدمة للاقناع في خطابات كل من ترامب وجونسون لمعرفة مصداقية كل منهما من خلال الجدل المنطقي (Logos) ، استخدام السلطة اثناء التحديث (Ethos) ، وكذلك محاولة التأثير على مواطنيهم عاطفيا (Pathos) ، واستراتيجيات اخرى لاقناعهم بالتباعد الاجتماعي ، وسائل الاقناع تلك قدمها أرسطو واعتمدها كندي (٢٠٠٧)، وكيالديني (٢٠٠١) التي استخدمت كنموذج للتحليل في

هذه الدراسة ، ان التباعد الاجتماعي في ظاهرة جديدة برزت نتيجة لوباء فيروس كورونا الذي اودي بحياة ملايين الاشخاص كجائحة عالمية حيث ان التباعد الاجتماعي هو الاكثر فاعلية لتجنب هذه الجائحة ، تهدف الدراسة الحالية الى استكشاف اي من تلك الاستراتيجيات هي الاكثر استخداما من قبل ترامب وجونسون لاقناع مواطنيهم بالتباعد الاجتماعي . من المفترض ان هناك اكثر من استراتيجية مستخدمة في خطابات ترامب وجونسون ، توصلت الدراسة الى ان الجدل المنطقي قد استخدم بشكل متكرر وينسب عالية خلافا لباقي الاستراتيجيات التي وجدت بنسب متدنية .

Introduction

This paper explores persuasion as a device employed by two famous leaders (Donald Trump and Boris Johnson) to persuade their citizens to follow the social distance in order to prevent the "COVID-19" virus. Social distance causes numerous changes in the behaviors of cultures all over the world. Politicians, as prominent leaders, have a significant role to play in directing their citizens to maintain social distance in order to prevent the spread of such a virus. Donald Trump and Boris Johnson talk about this global epidemic. Their speeches will be chosen as the data for the current study. Persuasion is a term that dates back to ancient Greece, Larson mentions that “[t]he ancient Greeks were among the first to systematize the use of persuasion” (Larson, 2010: 20). Behrmann defines persuasion as “the process of achieving a change in opinion or attitude in the other party using communication” (2016: 8). Efficient persuasion effects generally altered cognitive or emotional beliefs or assessments, eventually having an impact on future behavior. Influencing strategies may have different effects on various people, because there are two basic routes of convincing. In the one hand, the content of the interaction plays an important part, and on the other hand, how an individual expresses something which is persuasive under certain circumstances (ibid.). Virtanen and Halmari claim that convincing is “all linguistic behavior that attempts to either change the thinking or behavior of an audience, or to strengthen its beliefs, should the audience already agree” (2005: 3). Persuasion can be described in various ways, it can be a contact method in which the communicator attempts to achieve the desired answer from the recipient; a conscious effort by a person to alter an individual's attitude; opinion or actions by sending some messages; a symbolic practice whose goal is the internalization or willing approval through the exchanging of messages of different brain processes or styles of open activity and an efficient intentional attempt to influence other people's mental condition through contact in a circumstance where the persuadee has a certain degree of freedom (Perloff, 2003: 8).[Persuasion is characterized as linguistic choices that seek to alter or influence the actions of others or “strengthening the existing beliefs and behaviors of those who already agree, the beliefs and behaviors of persuaders included” (Virtanen and Halmari, 2005: 5)]. It is a method of converting to persuade others, to

alter their opinions, “attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice” (Perloff, 2003: 8). According to Charteris-Black (2011), persuasion:

refers generally to the use of language by one party to encourage another to accept a point of view. Rhetoric is the range of methods for persuading others (p. 17).

The persuasive process is often an interactive one. “It is a process that is shaped by contextual factors arising from the various situations in which the verbal encounters take place”. Persuasion does not take place in a vacuum but it is directed at an audience. Often implicit convincing is the strongest type of persuasion. The repetition of “a certain point may lead to persuasion” (Virtanen and Halmari, 2005: 229-230). The process in which persuasion occurs “is affected by the situational and socio-cultural context in which it takes place” (ibid.: 3-4).

Persuasion is a central human mechanism influencing nearly any type of social interaction. People seek to manipulate others’ thoughts and attitudes in interpersonal interactions; mass communication; political; economic and even international relations. The purpose of persuasion is generally to alter attitudes and hence (under particular conditions) human actions in a sense of relative freedom (O’Keefe, 2002: 1). Thompson asserts that “developing persuasive language powers is one technique which can make you a powerful communicator” (1998: 39). The persuader needs, depending on the potential responses of the audience or merely on his/her audience predictions, to convince his/her viewers of something and select suitable linguistic instruments to do this (Virtanen & Halmari, 2005: 7). Charteris-Black, (2011: 17) suggests that “there are three ways in which the persuader may seek to influence the receiver of a persuasive message; these are response shaping, response reinforcing and response changing”. In these cases, a convincing message may align the audience’s desires, wishes and imagination and it may manipulate them all to entirely new views, situation and values.

Fotheringham (1966: 7) describes persuasion as the body of effects in recipients, significant and instrumental to the origin of the desired aims and it provides a mechanism in which the messages are a major determinant of those effects. In this regard, Fotheringham concentrates on recipients rather than producers and stresses the psychological effect of persuasive speech. On the other hand, Scheidel (1967: 1) defines persuasion as an activity where the speaker and the listener are integrated in order to influence an audible and visual symbolism on the listener 's actions.

Therefore, the aim of persuasive language is to attempt to influence peoples’ “desires, beliefs and actions” (Taillard, 2001: 145). “Successful politicians are those who can develop their arguments with evidence taken from beliefs about the world around them” (Charteris-Black, 2011: 17). Lakhani states that persuasion is creating an environment to find a common ground and beliefs among people (2005: 16). Convincing someone is behaving by using a certain method of speech, i.e., language. Language is a vital consideration for leaders, since politics deals with decision-making power, the impact of peoples’ attitudes and even the control of their beliefs. Political persuasion, thus, constitutes an essential part of every culture as communicators attempt to persuade people, via messaging with a sense of free choice, to alter their views or actions in considering a political issue (Perloff, 2003: 34). Martin (2014: 1) refers to persuasion as very important in political speech. He claims that “[i]t is difficult to imagine politics without persuasion”. People must be convinced to go ahead with every level of trust. Persuasion is an important part of politics since politics needs decision making about what can be achieved in situations of uncertainty. [Accordingly, Martin assumes that “[t]here are many ways to persuade, no doubt, and threatening violence is one of the most common”]. Thus, the persuasion rewr.te power is effective to avoid the arms force by using “dominant medium of persuasion in human societies” as a solution to some problems (ibid.). In policy, “speech mobilizes the power of persuasion” and persuasion by itself “involves the exercise of power” (ibid.: 2-3).

Larson (2010: 24) argues that “although persuasion occurs under various circumstances, three conditions seem to increase the chances that responsible receivers will make wise and knowledgeable decisions”. Firstly, responsible persuasion is more likely "to occur if both parties have an equal opportunity" to persuade and approximately equal access to the available contact media. Secondly, in a perfect world, persuadees will expose their agendas "to the audience" in advance. Thirdly, for responsible persuasion, it is important that critical recipients test the persuaders’ arguments, test their proof for alternative sources and postpone judgement until all of the facts are available which are the most important criteria (Larson, 2010: 24). Thus, the sender of the message “is responsible for how and if the recipient understands the argument” (Behrmann, 2016: 9). Important structural variables for the sender to exist include clarification and the choice of the correct contact channel. If the receiver accepts the sender's intentions, this will depend on the sender and the essence of the text and also the message effect on recipients depends on how it is processed (ibid.).

Hoeken et al. (2012: 35), suggest that convincing interaction is not guided by behaviors, but to the underlying behavior determinants. Therefore, persuasion has the primary aim of manipulating individuals or of letting them accept other values so that they will either follow intended goals or reject previous ones in consideration of higher value targets, as the persuader puts it (Poggi, 2005: 290). Persuasion is defined as a contact means to alter the individual's mental state (Guerini et al., 2007: 99-136). There is often an opportunity to draw individuals to one viewpoint or the other, as it is socially appropriate to hold various opinions on politics. Thus, the effort to convince citizens to alter their opinions would be a permissible result of presidential debate (Mutz et al., 1999: 1). To be persuasive, government leaders may first explain their intentions "by presenting themselves as friends of the city, as persons full of goodwill to the democratic majority. And that may be much harder than proving themselves good at deliberation and immune to bribery" (Fortenbaugh, 2006: 296). He adds that Aristotle pays attention to politics and "lists three qualifications: friendship toward the established political arrangement, maximum capacity for accomplishing the duties of the office and the virtue and justice proper to the political arrangement" (ibid.).

Thus, to convince citizens with social distance, politicians use persuasion in their speeches to avoid the danger of coronavirus to save their countries.

In persuasion, the effective role of the persuader is defined by deliberate intent, that is, persuasion does not occur accidentally but by the purpose of the persuader. As Jamieson (1985) explains:

Intention is a kind of focusing device in the imaginative consciousness; it concentrates and thus it excludes; it is a selective device, selecting an image to be raised into consciousness from a range of alternatives. Without intention, nothing has prominence, therefore one has to intend when one imagines (p. 49).

Perloff (2003: 5) mentions that "persuasion has played such a large role in politics and society". Hazel, H. (1998: 2) notes that persuasion happens when a motivator is able to either alter or affirm an established mindset in the listener's mind. Accordingly, people in their turn, "persuade themselves to change attitudes or behavior" (Perloff, 2003: 10).

Charteris-Black (2011) states:

From a psychological perspective a political leader also needs to convince that he is right by creating mental representations that influence the audience's ways of understanding situations; 'telling the right story' means providing a set of frames or schemata that make political actions and agents intelligible by providing an explanation that fits with the audience's previous experience and assumptions about how the world works (p. 15).

Thus, political leaders need to use persuasion in their speech for persuading people in a certain idea as social distance in this study. Political's beliefs have become a large and productive field of contemporary study, particularly among political leaders who have practiced persuasion from various angles, as well as linguists, since politics depend on language as an instrument of achieving certain aims (Lohrey, 1981: 341). Thus, persuasion "is a powerful stealth weapon in the interpersonal communications arsenal" (Young, 2017: xi

According to Cialdini (2001: 76-81), persuasion is motivated by six basic principles which can be summarized as follows:

1. Reciprocity: the feel of obligation to pay back favour.
2. Continuity and commitment: the feeling to the need for personal solidarity, to be consistent.
3. Social evidence: the looking for help in what others are doing
4. Liking: the views and demands of like people are often more positive.
5. Authority: the prefer to believe in expert opinions.
6. Scarcity: it is more appealing to get something special.

Concerning the rule of reciprocation, Cialdini argues that "we should try to repay, in kind, what another person has provided us" (p. 13).

Some scientists distinguish between persuasion and conviction, persuasion depends on the symbolic strategies and emotions of "the irrationality of the audience". However, conviction relies on logical evidence, reason and mind i.e., the rationality of the listener (Miller, 2002: 6). Brilliant persuasion is a realistic step-by-step guide designed to ensure future stability, improving persuasive forces and impacting at a far-beyond the current levels. Real world methods can be explored to be used in daily circumstances in which the need to shift the mind or power of others to inspire them to actively enter different viewpoints (Young, 2017: xiv).

Strategies of persuasion

Perloff considers Aristotle as the first persuasive researcher to establish the first ways of persuading (2003: 21). Aristotle proposes three different persuasive strategies: *logos* (rational statement or reasonable argument); *ethos* (honesty and integrity of

speakers); and *pathos* (emotional speed of response). The purpose of these three appeals is to persuade the addressee to achieve a speaker's goal (Poggi, 2005: 312; Kennedy, 2007: X). "Aristotle said that you can persuade someone through direct evidence such as producing witnesses and documents, or through the use of ethos, logos and pathos – the so-called 'artistic' persuasion" (Thompson, 1998: 7).

Logos

Mc Mauns (1998: 9) describes logos by saying it is a Greek term, it means logic or reason. It is an appeal to the use of facts, statistics, figures, hard evidence and the like. According to Poggi (2005: 309), human values are related by a series of relationships such as cause/effect, and targets/means. Therefore, the more secure the connection between ideologies, the greater the degree of confidence with which certain beliefs can be gained. Showing people that newly formulated ideas are strongly correlated with their existing beliefs about cause/effect; targets/means; place; or time. They will activate the cognitive thinking and render the argumentation coherent in the mind. Consequently, Poggi describes the usage of logos as the traditional field of argumentation as a reasonable, rational method of convincing (2005: 309-312). Logos is based on reasoning, which is "the appeal to the rationality of the audience" (Virtanen & Halmari, 2005: 6). Martin (2014) claims that the reasoning appeal requires leading the listener along several logical stages in order "to reach a specified conclusion" (p. 58). Martin adds that "[i]n politics, this is a key dimension when policy options have to be deliberated, when principles and ideologies are asserted, defended or attacked, when past or potential consequences are examined and, finally, when explicit decisions have to be made" (Martin, 2014: 58-59).

Ethos

According to Mc Mauns (1998: 9), ethos is a Greek term which means ethics. That is the primary explanation behind any attempt to convince, since it appeals to the character. In the same way, ethos can be seen as an attempt to create credibility, that is, to appeal to people's trust. A further degree of convincing is ethic which refers to attract the addressee's interest to the source's reliability and validity. The degree of trust elicits in the addressee depends on the persuader's "personality and spiritual content" (Cockcroft, 2004: 195).

Ethos "the ethical appeal" is called the persuader's voice, proposal, competence believability and reliability (Virtanen and Halmari, 2005: 5).

Martin (2014: 63) states that "[e]thos refers to the speaker's character or authority, which gives his or her words some degree of persuasive force". It includes "giving the listener a sense of the speaker's entitlement to speak" (ibid.). The speaker is regarded as a worthy and sincere individual. Ethical appeals may be either "explicit or implicit". An obvious appeal would provide why the speaker should have the trust, perhaps by listing the achievements of the previous experiences, the upbringing of his

family, and moral beliefs. It's about bridging the gap between listener and speaker, and establishing an identity with the audience that grants this right to talk. Implicit appeals to ethos, however, include the use of implicit character markers which a public knows without explanation. This may involve general eloquence and control of the words that show the ability to moderate and thoughtfulness. Notable politicians often interact with distinctive characteristics which make them appear less "polished" than traditional politicians, but also probably more "authentic" (Martin, 2014: 63-64). Thompson (1998: 8) asserts that ethos "can build a bridge of trust and confidence with another person", while Larson (2010: 20) refers to ethos as "a source's credibility".

According to Poggi (2005: 314), the principle of ethos is the act of "self-representation" or the manner in which the persuader wishes to represent his/her style to the audience. Cockcroft argues that ethos is the strongest argument, expressing values shared by the persuader and it is used to set up a relationship with the audience (2004: 196). Aristotle suggests not just the content but also the speaker character (ethos) should be looked at. He states that to be persuasive, a speaker is motivated for three reasons: practical wisdom; virtue; and good will (Kennedy, 2007: 112). When speakers announce their history and describe their expertise, viewpoints and knowledge on the subject, they may convince the audience by their ethos (Lucas, 2009: 355).

Pathos

Mc Mauns argues that pathos is a Greek term which means emotion. It's an appeal to common beliefs and feelings (1998: 9). Only good party information to be persuaded will allow the persuader to recognize their styles and their highly valued targets. However, only certain beliefs are identified for their universality and strong importance to humanity regardless of cultural differences. These involve self-representation; keeping a good image; liberty; and the willingness to be liked or appreciated. Biologically, emotions preserve its most desired goals, accompanied by feelings of either enjoyment or unpleasant. Therefore, these values are emotionally loaded, so pathos are stimulated whenever invoked (Poggi, 2005: 314). Pathos refers to "the emotional appeal to the audience" (Virtanen & Halmari, 2005: 5). Pathos is a speaker's emotion or passion (Thompson, 1998: 9). Its goal is to control the audience's emotional state and to place it into a certain mindset (Wróbel, 2015: 409). The audience can be convinced because pathos is drawn into emotion by expression (Kennedy, 2007: 39). Kennedy mentions that Aristotle describes emotions that formed the mental state: anger; peacefulness; friendly feeling; enmity; terror; dishonesty; empathy; love; goodwill; support; indignation; jealousy; dislike; etc... (ibid.: 116).

Aristotle has used the concept pathos as an emotional appeal. Emotional appeals are meant to make citizens feel frightened; compassionate; proud; furious; ashamed; and reverent. So, the pathos appeal is directed at the feelings of the listener. In many cases, empathy is the most powerful convincing element. When logical arguments

often collapse, feelings also have the ability to inspire people to reply and act (Boone and Kurtz, 1994: 42).

Social evidence

It means the looking for help with what the others are doing. People are more convinced by the actions of others than by any proof that can offered. In the principle of social evidence, there will be a hint of a time when it works best. People are looking around to direct their choices and acts. If someone considering holding a Conference, he/she wants to see how many people are there (Cialdini, 2001: 78). In this study, social evidence means using the social behaviors of others which is a device used in the politicians' speeches, particularly where others are perceived as close to people who know the danger of coronavirus and then they are convinced in social distance.

Authority

Authority will enhance the power of persuasion. People prefer to believe in expert opinions and they are seeking to follow them in leading. People generally want the views of the real authorities. Their perspectives allow them to decide rapidly and well. Things such as: uniform, dress, appearance providing the impression of the leadership raise the likelihood that some will comply with the requests and thus helping them in persuading such people (Virtanen and Halmari, 2005: 71). All in all, it can be said that authority means deferral to authority, even in bad conditions.

To sum up, persuasion depends in some way on the speakers who are politicians in this paper and who have authority over people to be followed by keeping social distance.

Research questions

In the light of the background and the significance of the study, the authors of the present research will answer the question that derived from the data: which persuasive devices that is mostly employed by Donald Trump and Boris Johnson in their speeches about social distance in the time of Covid-19.

Methodology

The Data

The data in the current study was chosen based on certain particular criteria that were taken into account and are based on the study's aims. Nowadays, social distance is increasingly active and influential in reducing coronavirus, which is one of the most important events in 2020, resulting in many changes in people's lifestyles. The selected data used in the study are related to the phenomenon of social distance and how politicians depict it. Thirteen speeches have been chosen for analysis. Fifteen of them are spoken by the President of the United States, Donald Trump, and fifteen are spoken by the Prime Minister of the United Kingdom, Boris Johnson. These speeches are about social distance, a new phenomenon that is being exploited to limit the virus spreading. It is hypothesized that their speeches contain a variety of persuasive

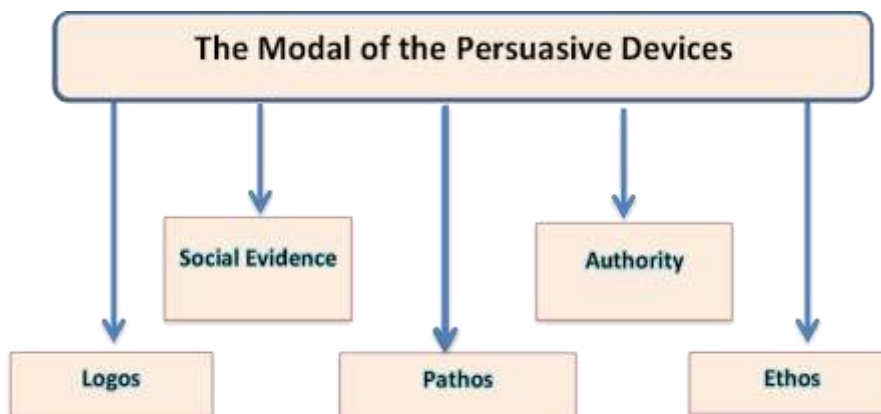
strategies. All speeches are spoken in 2020 from February 26 to July 31, the period during which the coronavirus spreads. The data is collected random from official websites.

The Model

The present study adopts Aristotle's means of persuasion which are mentioned by Kennedy (2007). Persuasive devices involve logos; ethos; and pathos are analyzed to find out the credibility of the speeches and the logical argumentation about persuasion as a means of convincing. the data will also be analyzed according to Cialdini's persuasive principles which are social evidence and authority (2001).

The following figure shows the model of the present study which is used in analyzing the data.

Figure: (1) The Model



Methods of Research Analysis

Methods are divided into three: qualitative, quantitative, and mixed methods. The method employed in this study is the mixed one in order to have a deeper understanding of the data.

Samples of Data Analysis

Logos

In his speech in March 13, 2020, Trump announces about the national emergency to unleash the government federal's full power and to convince people be socially distance in such fight against the virus and he justifies such announcement by saying

this is all to stop the virus spreading and to help the American as shown in: ***“To unleash the full power of the federal government in this effort, today I am officially declaring a national emergency”*** (Website: 1).

In March 23 2020, Johnson justifies the enforcement of people to follow the rules of social distance by fines and separating gatherings by saying that he wants to ensure the application of them to turn the tide of the virus as in: ***“If you don’t follow the rules the police will have the powers to enforce them, including through fines and dispersing gatherings”*** (Website: 2).

Pathos

Trump in his speech in March 20, 2020 shows how he is credible by encouraging people to be socially distance when he waives the interests on the students’ loans as shown in: ***“so we’ve temporarily waved all interest on federally held student loans”*** (Website: 3).

In his speech in June 10, 2020, Johnson proves that he is reliable when he gives people many instructions such as the use of support bubble to facilitate social distance as shown in: ***“I urge everyone to continue to show restraint and respect the rules which are designed to keep us all safe”*** (Website: 4).

Ethos

For convincing people with social distance, in his speech in March 18, 2020, Trump reveals his sympathy with those who make sacrifice in World War II adding that this is the right time for fighting the virus and such sacrifices are needed again to achieve victory as shown in: ***“We must sacrifice together because we are all in this together”*** (Website: 5).

In March 19, 2020, Johnson tries to arouse the people’s feelings by saying he knows that it is difficult time of the virus spreading but even though they must restrain to beat it as shown in: ***“This crisis is so difficult because the enemy is invisible”*** (Website: 6).

Social Evidence

Trump’s speech in February 26, 2020 shows that social evidence is a social phenomenon that must be taken into consideration and since it is followed in China, he advises people to do like this country. Social distance in China is used by Trump to convince people especially when he gives them an example of what the virus can do if it spreads. He reveals the virus’ danger by telling people that the flu in China kills from 25,000 – 69,000 in a year what shocks him and for this reason, he instructs the American to be socially distance to limit its spreading as in: ***“The flu, in our country, kills from 25,000 people to 69,000 people a year”*** (Website: 7)

In March 23, 2020, Johnson tries to convince the British people to be socially distance when he tells them that the virus is very dangerous because of its visibility and till now it spreads all over the world. Thus, it is socially proved that the virus has a very high speed in its spreading. For that, it is very dangerous and they must avoid it by following social distance as in: ***“All over the world we are seeing the devastating impact of this invisible killer”*** (Website: 8).

Authority

According to Trump’s speech in February 26, 2020, he as a politician uses his authority in giving decisions to close the borders and stopping non-U.S. citizens from coming into America from areas that are infected by the coronavirus and scanning people who are people coming to the country is very good decisions. With such decisions, he tries to convince people with this international type of social distance since he wants to save them from such pandemic as in: ***“We have, through some very good early decisions — decisions that were actually ridiculed at the beginning”*** (Website: 7).

In his speech in March 16, 2020, Johnson uses his authority to announce about the national fight against coronavirus and gives the British people the best scientific advice of social distance to convince them to apply it in limiting such virus in this fighting as shown in: ***“I wanted to bring everyone up to date with the national fight”, “And everything we do is based scrupulously on the best scientific advice”*** (Website: 9).

The Findings of the persuasive Devices in the Analyzed Data

Under the umbrella of both Kennedy (2007) and Cialdini (2001). The data are analyzed according to persuasive devices which are, logos; pathos; ethos; social evidence and authority to be used in detecting persuasion in Trump’s and Johnson’s political speeches.

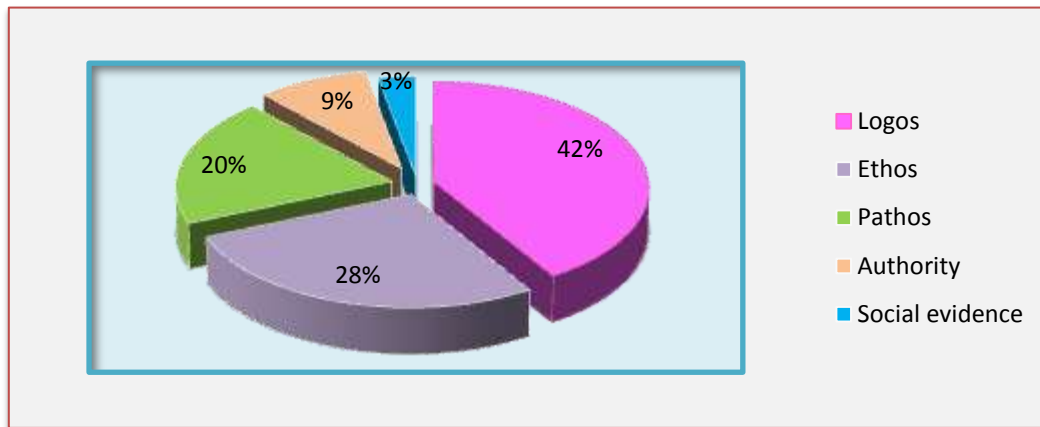
The analysis of persuasive devices reveals that the total frequency of instances in Trump’s speeches are (79) that consist of (32) logos, (22) ethos, (16) pathos, (7) authority, and (2) social evidence. Whereas the total frequency of instances in Johnson’s speeches are (67) that consist of (27) logos, (20) ethos, (13) pathos, (6) authority, and (1) social evidence. The next table explains the findings of persuasive devices and provides information about the frequency as well as percentages of persuasive devices in the speeches of each one of them.

No.	Persuasion Devices	Frequency in Trump's speeches	Percentage in Trump's speeches	Frequency in Johnson's speeches	Percentage in Johnson's speeches
1	Logos	32	42%	27	40%
2	Ethos	22	28%	20	30%
3	Pathos	16	20%	13	19%
4	Authority	7	9%	6	9%
5	Social evidence	2	3%	1	1%
6	Total	79		67	

Table (1): Frequencies of occurrence of persuasion devices in Trump and Johnson speeches

The above table shows that logos are (32) with percentage (42%), ethos are (22) with percentage (28%), pathos are (16) with percentage (20%), authority are (7) with percentage (9%), and social evidence are (2) with percentage (3%) and in Trump's speeches whereas logos are (27) with percentage (40%), ethos are (20) with percentage (30%), pathos are (13) with percentage (19%), authority are (6) with percentage (9%), and social evidence are (1) with percentage (1%) in Johnson's speeches. These percentages will be clarified in the following figures:

Figure (1) The percentages of persuasion devices in Trump's speeches



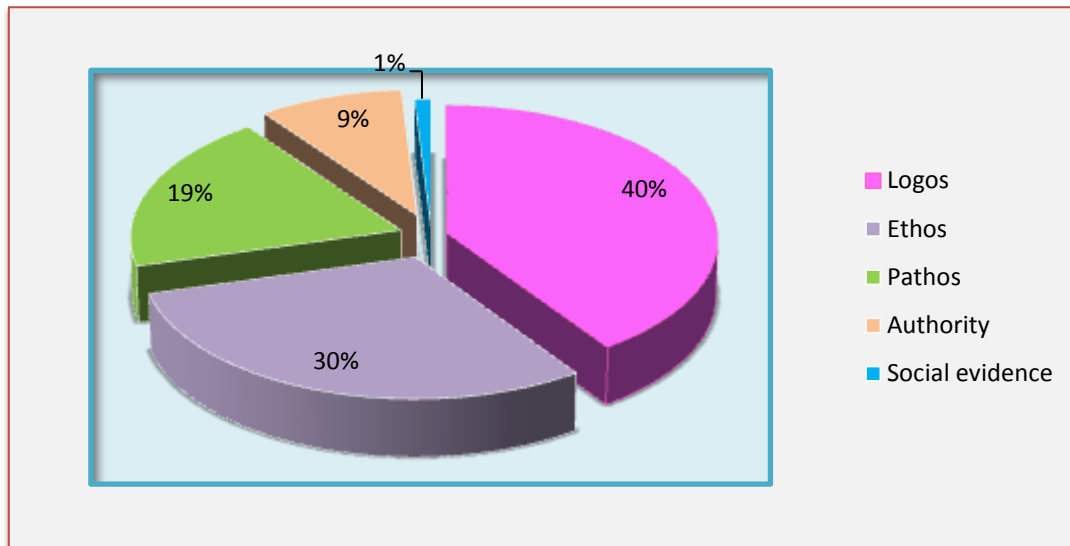


Figure (2) The Percentages of persuasion devices in Johnson's speeches

Conclusions

Several significant conclusions are drawn based on the analysis of the collected data. The results are in accordance the aims and the hypotheses of the current paper as in the following:

As shown in the results, it is found that the persuasive devices which are logos, ethos, pathos, authority and social evidence used to reveal the way which is used for convincing people to be socially distance. It is found that the most frequently device that is employed in the speeches of both Trump and Johnson is **logos**. Through using **logos** as a persuasive device, reasons are given by the two politicians to convince their citizens to be socially distance. However, the social evidence device is rarely used by them.

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- 1- Trump's speech in March, 13/2020
<https://it.usembassy.gov/remarks-by-president-trump-vice-president-pence-and-members-of-the-coronavirus-task-force-in-press-conference/>
- 2- Johnson's speech in March, 23/ 2020
<https://www.gov.uk/government/speeches/pm-address-to-the-nation-on-coronavirus-23-march-2020>
- 3- Trump's speech in March, 20/2020
<https://www.rev.com/blog/transcripts/donald-trump-coronavirus-task-force-march-20-press-conference-transcript-trump-spars-with-reporters-in-fiery-briefing>
- 4- Trump in June, 10/2020

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6-Trump in March, 19/ 2020

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7-Johnson's speech in February, 26/ 2020

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8-Trump in March, 23/ 2020

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9-Johnson's speech in March, 16/ 2020

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