

# Persuasive in Lady Zainab's Sermon in the Court of Yazid: DA Study

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**الإقناع في خطبة السيدة زينب (عليها السلام) في مجلس يزيد: دراسة تحليل الخطاب**

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القادسية/العراق**

**Abstract:-**

Persuasion is an essential aspect of human existence since individuals frequently employ persuasive tactics in various commonplace situations. The present study investigates the persuasive efficacy and rhetorical strategies adopted by Lady Zainab, the granddaughter of Prophet Muhammad (peace be upon him), during her impactful discourse in the court of Yazid. Despite oppression and injustice, Lady Zainab's speech is an excellent example of compelling oratory. This study aims to clarify the critical role of persuasion in religious speech, identify the different techniques and rhetorical devices utilised by Lady Zainab. And analyse the sermon from the discourse analysis view, with a focus on the significant role of persuasion in changing the ideology of the audience as well as the role of discourse in exposing the lawlessness of Yazid's power and revealing the heinous acts perpetrated against the Prophet's family members.

The study is a qualitative study by which the researcher selects and analyses the data depending on the qualitative method. The data is the speech of Lady Zainab in the court of Yazid when the events that took place in Karbala after the martyrdom of her brothers and family members with other believers. The researcher adopts McGurie's Model of Persuasion, the Persuasion -Communication Matrix (PCM) (1989) in the analysis of the data of this study. As a result, the researcher finds that Lady Zainab's speech is widely recognized as an event of historical significance and influence. Moreover, her use of strategies of persuasive makes an impact on the ideologies of the audience. The researcher also suggests using Discourse Analysis in connecting with Persuasive Theory due to their overlapping.

**Keywords:** Prophet Muhammad, Lady Zainab bint Alli, Persuasive, Discourse Analysis, qualitative study, McGuire's Theory.

**المخلص:-**

يعد الإقناع جانباً أساسياً من الوجود الإنساني نظراً لأن الأفراد كثيراً ما يستخدمون أساليب الإقناع في المواقف الشائعة المختلفة. حيث تبحث الدراسة الحالية في أسلوب الإقناع والاستراتيجيات البلاغية التي اعتمدتها السيدة زينب حفيدة النبي محمد ﷺ خلال خطابها المؤثر في مجلس يزيد. وعلى الرغم من القمع والظلم، فإن خطاب السيدة زينب يعد مثالا ممتازا للخطابة المقنعة. تهدف هذه الدراسة إلى توضيح الدور الحاسم للإقناع في الخطاب الديني، والتعرف على التقنيات والأدوات البلاغية المختلفة التي استخدمتها السيدة زينب. وتحليل الخطبة من وجهة نظر تحليل الخطاب، مع التركيز على الدور الكبير للإقناع في تغيير عقيدة المستمعين وكذلك دور الخطاب في فضح افلات سلطة يزيد وكشف الأعمال الشنيعة التي ارتكبت ضد آل النبي ﷺ وأصحابهم.

إن هذه الدراسة هي دراسة نوعية يقوم الباحث من خلالها باختيار البيانات وتحليلها اعتماداً على المنهج النوعي. أما من حيث البيانات فهي خطبة السيدة زينب ﷺ في بلاط يزيد عند الأحداث التي جرت في كربلاء بعد استشهاد إخوتها وأفراد عائلتها مع المؤمنين الآخرين. اعتمد الباحث نموذج ماكغوري في الإقناع، مصفوفة الإقناع والتواصل (PCM) (1989) في تحليل بيانات هذه الدراسة. ونتيجة لذلك التحليل وجد الباحث أن خطاب السيدة زينب ﷺ معروف على نطاق واسع كحدث ذو أهمية وتأثير تاريخي. علاوة على ذلك، فإن استخدامها لاستراتيجيات الإقناع يؤثر على أيديولوجيات الجمهور. كما يقترح الباحث استخدام تحليل الخطاب في الارتباط بالنظرية المقنعة لتدخلهما.

**الكلمات المفتاحية:** النبي محمد، السيدة زينب بنت علي، الإقناع، تحليل الخطاب، دراسة نوعية، نظرية ماكغوير.

## Introduction

The discourse presented by Lady Zainab in the court of Yazid serves as a noteworthy testament to the efficacy of persuasive rhetoric when confronted with challenging circumstances. The persuasive process is influenced by the contextual factors around the presentation of a powerful argument (Halttu et al., 2015). The historical significance of the particular juncture may be attributed to the aftermath of the Battle of Karbala in 680 AD (Hyder, 2006). However, Lady Zainab presented her message in the court of Yazid, the Umayyad caliph, against the backdrop of a sorrowful atmosphere characterised by oppression and a yearning for justice (Rizvi, 2014).

The act of persuading another is generally defined as influencing another successfully; that is, "the notion of success is embodied in the concept of persuasion" (Keefe, 2016, p. 2). In this sense, this study examines the persuasive aspects employed by Lady Zainab in her speech, considering the historical significance of her discourse. It will analyse the rhetorical methods and devices deployed by her, with a focus on understanding how these factors contributed to the overall impact of her words. Through a comprehensive analysis of the sermon's setting, substance, and repercussions, our objective is to acquire a more profound comprehension of the influential nature of compelling oratory in its capacity to confront oppression, advocate for justice, and stimulate social mobilisation. The present study focuses on the discourse analysis of Lady Zainab's sermon delivered at the court of Yazid, aiming to elucidate the persuasive strategies adopted by Lady Zainab in order to communicate her message effectively.

The following tackles the persuasive notion in the sermon of Lady Zainab bent Ali in the court of Yazid in detail, as well as the discourse analysis of her speech concerning the impact on the audience and how the message can be reached successfully.

## Literature Review

### 2.1 Persuasive

Persuasion is the capacity to influence or convince individuals to embrace a specific viewpoint, attitude, or course of action. Persuasion encompasses effectively presenting arguments, evidence, or appeals to influence the opinions or decisions of

someone. As explained by Gasche (2017), the art of persuasion is essential to rhetoric, but unlike persuasion, rhetoric is not aimed at successfully convincing the audience. As a faculty of discovery and demonstration, its purpose is much more modest.

Furthermore, the concept of persuasion involves a variety of tactics that can be utilised to influence the viewpoint of an audience. Linn (2004) provides an illustration of these strategies, which encompass: employing deductive reasoning, utilising emotional appeals and the establishment of the speaker's credibility is a crucial aspect of theoretical discourse. Thus, by employing empirical evidence and illustrative examples., exploiting efficient communication strategies. Similarly, Anderson (2007) explains how the characters of the speaker impact the message and the way of conveying the audience.

Nevertheless, persuasion extends beyond public speaking and writing, encompassing various contexts such as advertising, business, politics, law, and ordinary interpersonal contact( Baker and Martinson, 2011). Moreover, the efficacy of persuasion is in engaging the audience's cognitive faculties, emotional responses, and ethical principles while providing persuasive rationales or substantiating data that bolsters the intended objective (Jason S. et al., 2016). Thus, it is crucial to acknowledge that the utilisation of persuasion needs to be conducted in an ethical and responsible manner, demonstrating consideration for the autonomy and free choice of others.

## 2.2 Persuasive Strategies

Aristotle extensively examined the methods of discourse, commonly referred to as the rhetorical triangle, employed by persuasive speakers and writers. His work encompassed the development of a comprehensive philosophy of persuasion, as discussed by Fahnestock and Secor (1983); according to Aristotle, individuals who aim to convince others to utilize three distinct strategies. Firstly, logos deploys rational arguments to appeal to the audience's logical reasoning. Secondly, pathos evokes emotional responses in the audience to establish a connection and influence their sentiments. Finally, the ethos utilises their characteristics and qualities to enhance their persuasive impact on the audience. The following are a few prevalent persuasive strategies:

1. **Emotional appeals** involve using various emotions, such as fear, wrath, empathy, or joy, to establish a personal connection with the audience and elicit a specific emotional reaction. This method has demonstrated a high level of effectiveness in terms of audience engagement and motivation towards action (Young, 2017).
2. **Logical reasoning** involves the presentation of coherent and organised arguments supported by factual information, evidence, and logical reasoning, to bolster the persuasive nature of a message. The objective of this method is to engage the audience's cognitive faculties and logical reasoning, offering them a plausible foundation upon which to embrace the suggested perspective ( Sandua, 2023).
3. **Credibility and authority** pertain to establishing the speaker's or writer's skill, knowledge, or standing concerning the subject matter. Enhancing the audience's faith in the message and the persuader can be accomplished by drawing upon personal experiences, professional qualifications, or referrals to reliable sources (Perloff, 2010).
4. **Social proof**, as explained by Gass and Seiter (2016), is a psychological phenomenon that leverages the tendency of individuals to be persuaded by the acts or views of others. This approach entails using illustrative instances, endorsements, or statistical data to showcase the prior adoption of the desired belief or implementation of the suggested course of action by others, hence strengthening the perception that it is a socially acknowledged or advantageous decision.
5. **Counterarguments and Refutation** is proactively considering and addressing potential counterarguments or objections from the audience. By identifying and effectively countering opposing opinions, this rhetorical approach enhances the persuader's stance and showcases a discerning examination of many perspectives (Petty et al., 2014).
6. **Appealing to Values and Beliefs**, ensuring the persuasive message is congruent with the audience's values, beliefs, or moral tenets. The objective of this method is to establish a link between the presented perspective and the fundamental

values of the audience, hence increasing the likelihood of their acceptance and endorsement of the message (O'Shaughnessy and O'Shaughnessy, 2004).

7. **Storytelling:** is the utilization of storytelling techniques to effectively communicate a persuasive message in an engaging and relevant manner. It is a crucial aspect of narrative discourse. Narratives possess a profound influence on human emotions and can facilitate the audience's comprehension of the underlying message at a profound level, hence enhancing its memorability and persuasiveness (Throgmorton, 1996).
8. **Call to action,** as explained by Wahl and Morris (2018) call to action in the notion of persuasive is the act of clearly and openly articulating the desired action or behaviour that the individual attempting to convince wishes the listener to undertake. This particular approach offers a distinct orientation and catalyzes, encouraging the intended recipients to take action in response to the persuasive communication.

It is imperative to acknowledge that the efficacy of these methods may exhibit variability contingent upon the contextual factors, target audience, and the particular objectives of the persuasive endeavor. Experienced individuals who are adept in the art of persuasion frequently utilise a blend of these tactics to construct an engaging and influential discourse.

### 2.3 Persuasive Theories

There are three prominent theories frequently linked to the concept of persuasion: social judgment theory, cognitive dissonance theory, and elaboration likelihood theory:

**The Social Judgment Theory (SJT)** is developed by Muzafer Sherif and Carl Hovland (1961) posits that individuals possess pre-existing attitudes and anchor points on a particular topic, hence establishing a judgment latitude (Edward et al., 2013). Persuasion is said to take place when the persuasive message aligns with either the individual's latitude of acceptance or the latitude of non-commitment. The idea places significant emphasis on the initial attitudes of the audience and underscores the importance of

ensuring that the persuasive message falls within the individual's spectrum of acceptance (Doherty, 1996).

**Cognitive Dissonance Theory**, formulated by Leon Festinger, asserts that humans undergo a state of discomfort or dissonance when they maintain contradictory beliefs or attitudes (O'Connor and Morvan, 2017). The phenomenon of persuasion can manifest when the individual attempts to convince a strategic approach of presenting information that serves to diminish the cognitive dissonance that arises from a misalignment between one's attitudes and their corresponding behaviour. Persuasion has the potential to induce attitude change by identifying and addressing discrepancies (Erickson, 2020).

**The Elaboration Likelihood Model (ELM)** clarified by Brewer and Williams (2005) A theoretical framework that attempts to understand how individuals respond to persuasive messages. The (ELM), formulated by Richard E. Petty and John Cacioppo (1986), proposes two distinct routes for persuasion to occur: a central route and a peripheral route. The core path to persuasion entails a comprehensive assessment of the arguments and facts put forward. In contrast, the peripheral route depends on superficial cues, such as the perceived credibility or beauty of the communicator. The (ELM) underscores the significance of audience motivation and cognitive processing capacity in deciding the persuasive route that is adopted (Zelley and Dainton, 2010).

## 2.4 Discourse Analysis

Crystal (1992, p.25) defines discourse as the term discourse describes a continuous portion of (especially spoken) language that is larger than one sentence, such as a sermon, argument, joke or narrative. According to Gee (1999), discourse analysis examines the ways in which language, whether oral or written, embodies social and cultural ideas and identities. In essence, analysts within this particular domain engage in the inquiry of language construction in both oral and written forms, with the aim of comprehending the socio-cultural settings in which it is employed. The explanations of discourse analysis suggest that several contextual factors, including in discourse, but not limited to the subject matter. Thus, individuals involved, location, and timeframe, have a significant role in the interpretation of language as it is employed.



Discourse analysis encompasses several methodological devices that are contingent upon the analyst's perspective and linguistic affinities, such as functionalism, structuralism, social constructionism, and others. These techniques shape the manner in which conversation is observed and described. The three main approaches to discourse analysis can be grouped into three distinct clusters: formal linguistic discourse analysis, empirical discourse analysis, and critical discourse analysis (Jorgensen and Phillips, 2002). The initial method, known as formal linguistic discourse analysis, entails a systematic examination of textual material with the aim of identifying fundamental principles governing linguistic or communicative functionality within the text.

An individual specialising in discourse analysis may choose to employ a linguistically focused methodology, such as text linguistics, for analyzing discourse. Beaugrand (1981) suggests seven criteria that are fulfilled to qualify either spoken or written discourse. The coherence, cohesion, acceptability, intentionality, situationality, informativeness, and intertextuality.

## 2.5 Religious Discourse

Park and Tracy (2015) define a religious discourse as a social interaction emphasizing a connection with religion. There are several reasons why this might be true, including the specific setting or features of the social interaction that exhibit a distinctively religious style. However, religious discourse encompasses various forms of communication and linguistic practices closely linked to religious ideas, rituals, and institutional frameworks. The practice encompasses the utilization of religious scriptures, symbols, ceremonies, and principles to communicate and explore religious concepts, principles, and encounters. The role of religious discourse is of great importance in the formation of religious communities, the establishment of religious identities, and the impact it has on the beliefs and behaviours of individuals within these communities.

The field of religious discourse involves the examination and analysis of religious concepts, principles, and beliefs through discussions and debates. The meaning of existence, ethical principles, deliverance, and other essential elements of religious conviction (Grimes, 1994). The topic of community and identity is



closely intertwined with religious discourse since it plays a significant role in both the establishment of religious communities and the development of religious identities. It cultivates a sense of affiliation, common principles, and communal understanding of religious doctrines (Goerzig and Al-Hashimi, 2015).

## **2.6 Lady Zainab (pbuh)**

Bilgrami (1995) expresses that Lady Zainab, also known as Sayyidah Zainab bint Ali and Fatimah (peace be upon them), demonstrated unwavering determination and remarkable patience. Everyone can assumed the role of a truth advocate after the tragic demise of all her immediate relatives, which occurred within her line of sight on the premises, often referred to as Karbala. She serves as a perennial and enduring ideal for women across the globe. Moreover, her wisdoms instilled a deep sense of faith in Allah. "They have no fear nor do they be in grieve" (Holy Qur'an, 10: 62.).

Additionally, Lady Zaynab, without a doubt, exhibited unwavering fearlessness in the face of everybody but the divine being, Almighty Allah. The instructor imparted the lesson that patience and determination are synonymous rather than being antithetical. The understanding derived from her function suggests that patience entails resolutely adhering to the commandments of Allah (Rizvi, 2019). Thus, she had a prominent role as a formidable advocate for Islam in one of the most significant events in history.

## **3. Methodology**

### **3.1 The Data**

In selecting and analyzing the data, the researcher uses a qualitative methodology. It is a sermon delivered by Lady Zainab bent Ali in the court of Yazid. In order to analyze the sermon, the researcher uses the discourse analysis method and McGuire's Theory of Persuasion.

### **3.2 McGuire's Theory of Persuasive :Persuasion-Communication Matrix (PCM) 1989**

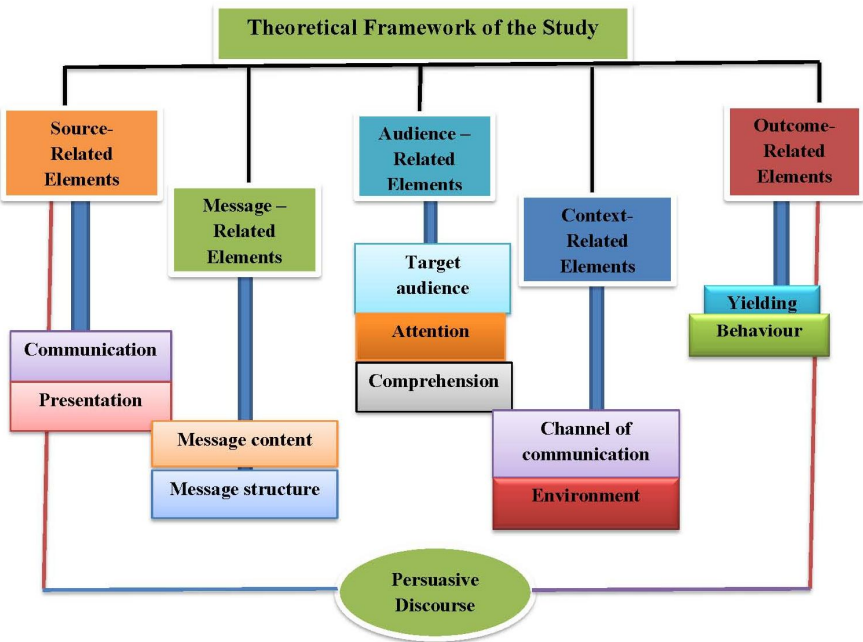
The Persuasion Matrix, developed by McGuire(1989), is a theoretical construct that centres on the various elements of persuasive discourse. The study presents the discovery of four key components that contribute to the effectiveness of persuasive

messages(Cronkhite, 1969). Those four fundamental components that contribute to the efficacy of persuasive messages: Firstly, the source of communication, this pertains to the attributes of the individual or organization conveying the communication. Therefore, factors such as credibility, expertise, attractiveness, and perceived trustworthiness of the source might affect the persuasiveness of the message. Moreover, a source that is deemed credible and trustworthy is more inclined to elicit persuasion from the audience (Padilia, 1995).

Secondly, the message content encompasses the substantive material and the logical reasoning put forth within the message. However, the communication ought to possess clarity, relevance, and a coherent structure. The text should emphasize the positive outcomes, merits, and justifications for embracing the recommended stance or conduct. Furthermore, it is essential for the message to acknowledge and respond to potential counterarguments in order to enhance its persuasiveness. Thirdly, the channel of communication relates to the specific medium or channel utilized for the transmission of a message. Various communication channels, including face-to-face interaction, television, social media, and print media, exhibit differing degrees of efficacy contingent upon the target audience and contextual factors. Therefore, the selection of a communication channel should be congruent with the preferences and characteristics of the intended audience(Reardon, 1991).

Finally, the target audience is comprised of individuals who are recipients of the persuasive message and engage in its cognitive processing. A comprehensive comprehension of the characteristics, attitudes, beliefs, and values of the intended audience is imperative in order to adeptly customize the message. Different audiences may respond differently to persuasive appeals, therefore tailoring the message to match their needs and interests is vital. By studying these four parts and their interplay, McGuire's Persuasion Matrix gives a framework for understanding and interpreting persuasive communication. It underlines the importance of source legitimacy, message content, communication methods, and the characteristics of the target audience in shaping the effectiveness of persuasive messages (Druckman, 2022).

3.3 Figure 1: Theoretical Framework : Adopted from McGuire's Model (Persuasive – Communication Theory)(1998).



4. Data Analysis

4.1 Source – related Elements

In the sermon of Lady Zainab bint Ali (pbuh), many significant elements cooperate to make this sermon effective and to make the audience *attracted* to her speech which leads to *persuasion*. Starting from the *source* of the speech, Lady Zainab. Her father, Ali bin Abi Taleb, and her mother, Fatima Al Zahraa (the daughter of the prophet Muhammad(peace be upon them)). From the early beginning of her sermon, she lets the audience know who is talking and what's her message. She has an excellent *reputation* in religious societies, and many people believe that her grandfather was a prophet and messenger for all Muslims. The audience is *attracted* to her speech, and this is an essential tool in making an effect on the *ideology* of others. Additionally, her *experience* in religion and historical events makes her present important previous events that weaken her enemies and strengthen her situation in front of the audience.

Despite her sadness and sorrow, her the tone of her voice reflects her strength; the tone is, without hesitation, full of power. The style of her speech is suitable for the audience, making recognizing her message easy for all levels of people concerning their cultures. She started her speech by referring to the prophet Muhammad as "My grandfather the Prophet Muhammad." Stating these words means she wants the audience to know who she is and what sin Yazid makes. The elements are related to the source of the discourse, strengthening her message and her method of persuasion. Those in the courtroom were eager to learn the truth.

#### 4.2 Message- related Elements

Lady Zainab uses Quranic verses several times in her sermon to persuade the audience because the Quran is the speech of truth, and all of the people who believe in Allah and the Prophet Muhammad trust the Quranic verses. Thus, the use of these verses delivers a great message. "The disbelievers must not think that our respite is for their good We only give them time to let them increase their sins. For them there will be a humiliating torment".

وَلَا يَحْسَبَنَّ الَّذِينَ كَفَرُوا أَنَّمَا نُمَلِّ لَهُمْ خَيْرٌ لِّأَنفُسِهِمْ إِنَّمَا نُمَلِّ لَهُمْ لِيَزْدَادُوا إِثْمًا وَلَهُمْ عَذَابٌ مُّهِينٌ ﴿١٧٨﴾

"Then the end of those who did evil was the worst [consequence] because they denied the signs of Allah and used to ridicule them".

تُرْكَانَ عِقَبَةَ الَّذِينَ أَسْتَوُوا السُّوْأَىٰ أَن كَذَّبُوا بِآيَاتِ اللَّهِ وَكَانُوا بِهَا يَسْتَهْزِءُونَ

"Think not of those, who are slain in the way of Allah, as dead"

وَلَا تَحْسَبَنَّ الَّذِينَ قُتِلُوا فِي سَبِيلِ اللَّهِ أَمْوَاتًا بَلْ أَحْيَاءُ عِنْدَ رَبِّهِمْ يُنْزِلُونَ

Therefore, holy Quran verses are the primary tool in the persuasive in any religious societies. The information in the speech presented by Lady Zainab is clear about the situation of the prophet's family in the court of Yazid on the one hand and their actual place in society and Islam in general. She makes her argument direct and clear, and she exposes her enemies by shedding light on things related to previous events, such as the situation of Yazid against the Quran and the prophecy of Muhammad when he says there is no Quran.

Lady Zainab addresses several significant topics in her sermon. Of utmost importance was her initial focus on the martyrdom of Imam Hussein and his companions. She emphasized their selfless sacrifice in the name of Allah, defending the principles of Islam and justice. *"You have shed the blood of the sons of the Holy Prophet and have hidden the brilliant stars on the earth"* (Suteria, 2021).

Furthermore, Lady Zainab highlighted the belief that they continue to exist in the presence of their Lord, receiving sustenance and support by providing an account of the dishonorable actions committed by Yazid and his army, which involved the violation of the sacredness of the Prophet's household, *"You shall meet your ancestors and shall also be taken to their place"* (Suteria, 2021). These situations included their participation in the unjust murder of the son of the Messenger of Allah, as well as the mistreatment and captivity of women and children who were subsequently taken to the Levant. Lady Zeinab, addressed the people, urging them to seek repentance from God and surrender to His authority. She also guided them toward the path of truth that they ought to adhere to.

Lady Zeinab effectively portrayed the tragic events of Karbala, shedding light on the profound injustice and hostility endured by the family of the Messenger of Allah (may Allah bless him and grant him peace). The visual representation elicited heightened *empathy* among individuals towards the cause championed by Imam Hussein. In contrast, Lady Zeinab exemplified remarkable attributes of bravery and unwavering resolve. The speech was delivered with great force, effectively addressing the issues of injustice and persecution through the use of compelling *rhetoric* and poignant narratives. This demonstration served to *convince* the audience of the potential for individuals to confront and combat injustice while advocating for the pursuit of justice. However, Lady Zainab's style of speech shows eloquence and the correct arrangement of sentences and events, whether in terms of meaning or structure, and this eloquence in speech does not come by accident, given that she is the daughter of Ali bin Abi Talib (peace be upon him).

### 4.3 Audience- related Elements

To achieve the utmost level of persuasion, it is imperative for every speaker to assign significant value to the audience or the

intended recipient of the message. Lady Zainab demonstrated a profound understanding of the audience present in Yazid's court and the strategies employed by Yazid to obfuscate and distort the sequence of events. Hence, the communication in question exhibited a coherent, articulate, and straightforward manner. She demonstrated a clear comprehension of the subject matter and possessed knowledge regarding the orientations and requirements of the individuals in question. She emphasised several societal principles and elucidated the egregious crime perpetrated by Yazid against the House of Prophethood and the origin of Islam. Furthermore, Lady Zeinab had a strong inclination to effectively communicate her message and ensure its comprehension among the audience.

#### 4.4 Context- related Elements

The sermon delivered by Lady Zainab possessed a significant and enduring impact due to the intricate interplay of various factors. She is demonstrated remarkable resilience and unwavering determination in the presence of Yazid, a despotic ruler, despite the sadness and sorrow she endured. Her resolute posture was maintained despite several challenges and adversities. The *surrounding conditions* exerted a significant influence on the public's *belief*, compelling them to resist injustice and oppressive forces actively. The amplification of people's belief in her message was significantly influenced *by social and cultural factors*, alongside the *contextual circumstances* surrounding her sermon. These *circumstances* encompassed her status as a prisoner, as well as the tragic demise of the leader of the youth of Paradise.

#### 4.5 Outcome- related Elements

The sermon of Lady Zainab made a great impact on *society*. People *recognize* their significant role in standing against injustice. They also *understand* the suitable way of following the rules of Islam. She uses *rhetorical questions* such as "Do you think O Yazid?" and "Do you forgot what God Almighty said?". These types of rhetorical questions are used to emphasis the idea about the wrong way of rolling that Yazid uses. In addition, these rhetorical questions reveal the truth about the crime that was committed against Al Hussein.

## Conclusion:-

This study examines the concept of persuasion in religious discourse, specifically in the sermon of Lady Zainab (pbuh) in the court of Yazid. The theoretical part of this study provides essential background information. The study explains the persuasive concept and its theories, there is also an illustration of the discourse analysis, religious discourse, and hint at the personality of Lady Zainab(pbuh).

In the practical part, the researcher analyzes the sermon adopting the theory of PCM (1989) by McCuries. The analysis aims to study selected persuasive strategies in the sermon. The analysis also focuses specifically on the source-related elements, message-related elements, audience-related elements, context-related elements, and outcome-related elements, with reference to the communication, presentation, message content, message structure, target audience, attention, comprehension, the channel of communication, enviournament, yielding, and behaviour.

After doing a thorough analysis of the speech, the study finds that Lady Zainab's sermon delivered in Yazid's court has effectively highlighted the various range of her persuasive strategies, as demonstrated by a thorough examination of her speech. She skillfully employs many persuasive techniques, such as appealing to emotions, utilizing rhetorical devices, employing religious and moral arguments, and leveraging her credibility to effectively express her message and leave a profound and enduring influence on the audience. The model of study offers significant insights into the application of persuasive methods in historical speeches, enhancing our comprehension of rhetoric and communication within diverse contexts.

## Suggestions for Future Study

The following topics can be tackled by future researchers:

1. When the Women Speak: The Contrastive Study between the Speech of Men and Women.
2. How Religious Sermons Change the Audience's Ideologies.
3. The Impact of Historical Sermons upon Societies.



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