Persuasion strategies in selected religious texts (linguistics study)

Assist Lect. Abeer Nabeel Rashad Saeed

College of Islamic Sciences

Aliraqia University

Keywords: persuasion - religious texts - Persuasive strategies

Summary:

The term "persuasion" is not new; Aristotle and Plato addressed it in their previous works. It is an action where a communicator tries to persuade someone else or a group of people to change their beliefs, attitudes, or behaviors. Persuasive strategies are more used in religious books.

The problems dealt with in this study are, what are strategies used to effect the readers of the religious texts? , and how much can these persuasive strategies persuade listeners or readers?. In addition, what are the linguistic markers are employed in religious language to achieve persuasion and produce a strong persuasive effect?

The aims of this study is to identify the types of persuasive strategies used in the chosen religious texts to persuade the audience to do a particular action. Additionally, it aims to demonstrate the employed strategies in relation with the language and linguistics contexts. For the data analysis, nine religious texts have been chosen.

Section One: Introduction

1.1 The Problem

Persuasion is a cover word of influence. It may make an effect to a person's goals, attitudes, intentions, motives, or actions. Writers and presenters employ several strategies to persuade their readers to or audience about a specific topic. What are known as persuasive methods or approaches determine how successful a

persuasion is . The researcher's focus in this study on persuasive strategies as found in the religious texts; and the study includes questions that reflect the problem.

Being a persuasive preacher is difficult and demanding job, in an attempt to hold the attention of their audience and ingrain concepts into their minds, preachers try their hardest to employ a few linguistic strategies to mold their speech. Furthermore, preachers need to employ a variety of persuasion-oriented methods in order to be persuasive, Thus, the researcher's goals in conducting this study are to answer the question "What persuasive techniques do preachers employ in their writings? What are the speech act that used? What are the rhetorical devices that used?

1- What are strategies employed to influence the readers in the religious texts?

2- To what extent such persuasive strategies can convince listeners or readers?

1.2 The Aims

The study aims at:

1- Examining the persuasive strategies found in some chosen religious texts.

2- Demonstrating how persuasive strategies are used in the chosen religious texts and elaborating on how these strategies effectively further the texts' aims.

3- Describing how the strategies address the language being used in connection to its linguistic context as well as the situational context in which they occur .

1.3. The purpose of the study

The purpose of this study is to attempt to show how the strategies used deal with language in use in relation to its linguistic context ,as well as to its situational context in which they occur .

1.4. The Hypothesis

It is hypothesized that:

1- The most popular persuasion strategy is logos strategy, which is mostly directed from the higher persuader.

2- In order to persuade readers, religious writings rely on particular language elements and clause relationships. These characteristics and connections help us realize how persuasive strategies are created and organized.

3- Persuasive strategies are employed by the persuader in the religious texts , in order to alter the recipient's thoughts and attitudes to advance specific values.

1.5. Procedures

The following steps are to be adopted:

1- Presenting many definitions of the term persuasion, with an emphasis on persuasive strategies.

2- Determining the ways in which texts employ persuasive methods to sway readers.

3- Choosing nine texts to use as the data, looking into the use of persuasion strategies, and getting the analysis of the data's findings.

4- Presenting conclusions, recommendation and suggestions for further reading.

1.6. The limits

The analysis of the persuasive strategies employed in the religious writings drawn from the holy books is the exclusive focus of the study.

1.7. The value

1- This study will be beneficial to those who are interested in linguistics.

2-Students and scholars that are interested in learning more about different kinds of persuasive strategies should find the study useful.

Section Two

Literature Review

2.1. Persuasion throughout History

"The Origin of the Term: The word 'persuade' is borrowed from the Latin term 'persuadere' which is a combination of the prefix 'per' denoting 'completion' plus the base 'suadere' which indicates 'advise' or 'urge'" (Sandell, 1977: 78). In Old English,

the word "persuasion" did not mean "to convince", but simply to try to convince. (Brembeck and Howell, 1976: 24).

Although persuasion is ancient, most of the research on its methods was carried out after World War I. Numerous academics from diverse fields, including political science, media, marketing, and mostly psychology, have addressed issue. (Jowett & O'Donnell, 2012; Halmari &Virtanen, 2005).

Persuasion has a long history that dates back to ancient Greece. For instance, Corax is credited as being the first creator of rhetoric in the fifth century BC., Eventually, the "sophists" of Athens earned a career by instructing intellectuals on how to captivate audiences with words, regardless of whether or not they truly understood what they were saying (Crome, 2005). Sophists concentrated on speech, reasoning, and the logical solution to issues pertaining to politics, religion, and morality in order to achieve this. According to Plato's dialogues, Socrates exalted the truth and detested the sophists' erroneous logic. (O'Grady, 2008). But the first person to develop systematic strategies for analyzing persuasion was Aristotle (Gross & Walzer, 2000).

2.2. Persuasive definitions

It is best to define persuasion before attempting to explain how it operates. To begin with, persuasion is defined as a symbolic process in which communicators attempt to persuade others to change their beliefs or actions regarding a matter by conveying a message in an environment where individuals have free choice. (Perloff, 2003).

Depending on their goals and areas of interest, numerous scholars and linguists have studied the idea of persuasion. Persuasion is typically defined as "human communication that is designed to influence others by modifying their beliefs, values and attitudes" (Simon,1976:20).

Persuasion is defined as "a complex, interactive process in which the persuader attempts to influence the persuade to change response" (Wilcox, 2005:78).

To clarify, there are two primary reasons why persuasion is regarded as symbolic. One is that "persuasion" is not magic; that is, it takes time and methodical practice to achieve the desired results before the person trying to persuade feels convinced. The second reason is that the persuader conveys his or her ideas through the rich symbolism of a particular language. In actuality, a speaker begins encoding concepts and details in the form of a symbol whenever they wish to convey a message. People typically rely on language as a sign system since those who will be receiving it are accustomed to it. Furthermore, persuasion is a process that can be successful or unsuccessful. However, the persuader has prepared for this action in advance, and regardless of the result the persuasive process produces, it is still a conscious, purposeful activity. (Qutteineh,2017:13)

Persuasion is not necessarily about influencing an audience's reaction; it can also be about strengthening preexisting opinions and influencing the formation of new ones. (Miller, 1980). The first goal, "response change," is by far the hardest to accomplish since the speaker is asking the hearer to give up certain attitudes or values that make up who they are. For example, getting some White Americans to accept Afro-Americans as equal human beings has proven to be rather challenging. (Thernstrom & Thernstrom, 1997). On the other hand, "response reinforcing" involves the least amount of work from persuaders because speakers merely need to reiterate their beliefs to the audience. In between, there's "response shaping," (Miller, 1980)

2.3. Principles of Persuasion

Every culture has its own ways of persuading people to respond in particular ways to everyday events. These responses enable one to anticipate people's actions and, as a result, know how to influence them. The nine laws or principles of

persuasion listed below can assist anyone who is in the persuading business—salespeople, public speakers, customers, spouses, parents, friends, or family—in reaching their objectives. (Hogan, 1996: 41).

2.3.1. Reciprocity

When someone gives someone else something they think is valuable, the recipient usually feels compelled to return the favor. When someone invites a friend to dinner, the friend who received the invitation feels obligated to extend the invitation. However, if he is unable to accept the offer, he feels cheated and eventually protests against accepting more favors (ibid: 42).

2.3.2. Power

Some people are in a position of power over others because they are thought to be stronger, more powerful, or more knowledgeable. For instance, Because they establish each student's academic standing, college instructors have enormous influence over their students (ibid:60) People are therefore drawn to persons they see as possessing more power, authority, or knowledge. In a similar vein, a priest wears certain clothing to represent his authority. Because of the apparent authority attached to preaching, people react to it more favorably (Web1).

2.3.3. Contrast

When two items are relatively different from each other they will be seen as more different if placed together in time or space. For instance, a salesperson in a clothing store, in order to sell an expensive sweater, may show the customer an even more expensive sweater first (Hogan, 1996: 45). This law declares that when two items are relatively different from each other, they will be seen as more different if they are placed together in time and space and this makes people choose or prefer one of them on the other (ibid).

2.3.4. Friends

A friend is a person who is connected to another by emotions, respect, trust, and other factors. In general, people would comply with all requests made by friends. People are more likely to be able to persuade others if they allow them to believe that they share their beliefs, background, ideologies, attitudes, etc. (ibid: 48). One is motivated to comply with another's request when he senses that the other person has his best interests at heart.

2.3.5. Expectancy

When someone is respected or someone you believe in, and you expect him to do something or get a certain outcome, people usually live up to your expectations. According to the law of expectancy, people typically live up to the expectations of those they respect or trust (ibid., p. 50).

2.3.6. Association

When liked or respected people favor certain goods, services, or views, people are more likely to agree with them. People are more likely to associate a preferred product positively in their minds if they like the people associated with it. People frequently purchase a product for the first time based on celebrity endorsements, regardless of the product's quality.

Teenagers typically reject adult opinions regarding drugs, but they will pay attention to their heroes when they warn of the dangers of drugs (Hogan, 1996: 50).

2.3.7. Consistency

Using an arguer's prior convictions or persuading him to accept arguments in favor of the position that is being pushed is known as the principle of consistency (Walton, 2007: 24). Thus, regardless of the veracity of a conviction, when a person declares, either orally or in writing, that he is taking a stand on any subject, he has a strong tendency to stand by it. People seldom ever switch their denominational

allegiance more than once or twice in their lifetimes. Humans tend to stick with their commitments for the whole of their lives. (Hogan, 1996: 53).

2.3.8. Scarcity

According to the principle of scarcity, when an individual believes that the amount of something or someone they desire is limited, their perceived value of that item or person is higher than if it is too abundant. People place greater value on items when they are scarce. An item's worth is determined by its scarcity. For instance, a consumer is more likely to purchase an item if he is informed that it is in limited availability and would soon run out (Web 2).

2.3.9. Conformity

Proposals, goods, or services that are viewed favorably by the majority of other individuals or by the majority of a person's peer group are typically accepted by most people (Hogan, 1996: 57). People can be divided into three groups when it comes to conformity: the contrarian, the conformist, and the contrarian. First, around 85% of individuals are conformists. They are worried about what other people think of them. For instance, when someone begins to applaud at a concert, there's an almost overwhelming natural inclination to join in. (Hogan, 1996: 58).

Second, roughly 10% of the population is made up of contrarian conformists. In comparatively large numbers, they typically revolt against the social norms of the day. With their beliefs, they distinguished themselves from the masses. They then establish their own guidelines or tenets, which they adhere to, making them conformists—albeit only within their own group (Hogan, 1996: 59). Lastly, contrarians seldom establish groups and believe that conformists are usually mistaken. Unlike the contrarian conformists, contrarians are not anti-conformists. Contrarians, on the other hand, utilize conventions and viewpoints as knowledge for their own gain. (ibid).

2.4. Strategies of Persuasion

According to Richards and Richard (2010), a strategy is "procedures used in learning, thinking, etc., which serve as a way of reaching a goal." As a result, persuaders employ techniques to accomplish their objective(s); persuasion. A variety of persuasive techniques are employed in an effort to accomplish the persuasion process.

2.4.1. Logos (Logic):

The components of what Aristotle calls the speaker's "logos," or logical appeal, are reasoning and evidence. These two components complement one another to strengthen a speaker's argument. Evidence is anything that may be used to support or refute a claim, such as statistics, examples, and testimonies. Moreover, since reasoning is dependent on generating conclusions, evidence is thought to be supplementary to reasoning. (Lucas, 2009: 357).

2.4.2. Ethos (Character)

According to Aristotle (trans. 2007: 112), it's important to consider the speaker's ethos (character as well as the speech's content). He states that a speaker might be convincing for three reasons: virtue, good intentions, and practical wisdom. According to Lucas (2009: 353), ethos refers to the speaker's credibility, which is influenced by two things: competence, which is the speaker's intelligence, skill, sincerity, and knowledge; and character, which is the audience's perception of the speaker's sincerity, reliability, reputation, and physical appearance.

2.4.3. Pathos (Passion)

The emotion or passion an orator expresses about his subject is known as pathos. Others wouldn't be devoted if the speaker wasn't devoted to what he says and does. Its meaning is to express compassion, empathy, or sorrow. The labor of the heart is passion. (Thompson, 1998: 9).

2.5. Language of Persuasion

Certain people have a talent for language. They speak in an efficient manner. Other people's words bored their listeners. Even with thousands of words used, their speech is unproductive. While one speaker enthralls and motivates his listeners, another puts them to sleep. One just causes his audience to forget what he says, while the other effortlessly helps them remember what he says. (Thompson, 1998: 38).

According to Sandell (1977: 75), among other methods, personification, rhetorical questions, similes, metaphors, and repetition are the most efficient in significantly assisting in persuading. Some of the rhetorical devices are listed below:

2.5.1. Repetition

One syntactic strategy is repetition, which involves using words, phrases, clauses, and sentences more than once to catch the reader's or listener's attention and create a rhythmic flow of speech. (Cuddon, 1998: 742).

2.5.2 Rhetorical Question

A rhetorical question is "a question asked for the sake of persuasive effect rather than as a genuine request for information" (Baldick, 2001: 218,where the speaker seems to be implying that the response is too clear-cut to need a response. A rhetorical question is essentially a statement presented as a question. (Quinn, 2006: 367).

2.5.3 Antithesis

Antithesis can be defined as "a figure of speech involving a seeming contradiction of ideas, words, clauses, or sentences within a balanced grammatical structure" (Web 12).

Aristotle believed that using an antithesis helps the audience comprehend the point that one is attempting to express in their argument (ibid.).

2.5.4 Ellipsis

Quirk et al. (1985: 848) define ellipsis as "the grammatical omission". The purpose of the omission is to give the text more visual appeal and to prevent boring repetition.

2.5.5. Metaphor

Abrams (1999: 97) defines metaphor as "a word or expression that in literal usage denotes one kind of thing is applied to a distinctly different kind of thing, without asserting a comparison."

2.5.6. Simile

A simile is an obvious comparison between two distinct objects, behaviors, or emotions that is indicated by the terms as, like, or as if. It is more hesitant and ornamental than a metaphor. (Baldick, 2001: 237).

2.5.7. Personification

Baker and Sibonile (2011: 90) define personification as the process of describing inanimate objects and abstract concepts as though they were humans

2.5.8. Metonymy

Metonymy is defined as "a figure of speech which replaces the name of one thing with the name of something else closely associated with it" (Baldick, 2001: 154).

2.5.9. Euphemism

The replacement of a coarse, offensive, unpleasant, or obscene expression with a kind or benign one is known as euphemism.

Section Three

Research Methodology

The goal of the current study is to identify and analyze the persuasive strategies employed in the chosen religious texts from a linguistic perspective. It also aims to identify and analyze the various speech acts and rhetorical devices that are employed in these strategies.

3.1. Model of Analysis

The analysis model that was used is eclectic. It consists of three models: Sandell's (1977) model and Lucas' (2009) model. Every model addresses a particular study level. Consequently, there are two levels of analysis involved in the data collection and analysis:

First, the model proposed by Lucas (2009) is utilized to analyze the various persuasion tactics employed. A synopsis of the persuasion techniques is provided by Lucas (2009: 352-373).

1- When one of the following conditions is met, the persuasion method is regarded as logos:

a. Reasoning from specific instances: When reasoning from individual cases, a broad conclusion is drawn from a collection of specific facts. The goal is to present particular examples before drawing a broad conclusion.

b. Reasoning from principle: When moving from a general conclusion to a specific conclusion, logic is required.

c. Analogical reasoning: It suggests comparing examples that are comparable and drawing the conclusion that what holds true for the first case also holds true for the second.

d. Causal reasoning: The foundation of thinking is identifying the connection between the causes and effects.

2- When feelings like enmity, fear, guilt, rage, shame, pity, indignation, envy, contempt, goodwill, friendly feeling, shamelessness, emulation, love, favor, pride, reverence, etc. are invoked, the persuasion method is deemed pathos.

3- The use of ethos in persuasion occurs when the speaker establishes a personal connection with the audience, shares values, attitudes, and experiences, promotes his background, and clarifies his expertise, opinion, and experience on the subject.

Second, the rhetorical devices employed in persuasive strategies are examined using Sandell's (1977) paradigm. According to him (1977: 75), speeches are

intended to have energy, freshness, directness, and interest through the application of rhetorical elements. As a result, he (ibid: 77) contends that the most potent tactics for significantly assisting in persuasion are personification, metaphor, simile, repetition, and rhetorical questions.

Third, Searle's (1969) model is selected for the analysis of speech acts utilized in persuasive methods due to its ease of use and satisfaction. Five categories are presented by Searle (1979: 1–20) for illocutionary speech acts:

1- Assertives (representatives): The purpose of illocutionary discourse is to bind the speaker to a proposition's veracity. It has a word-to-world fit, meaning that the speaker expresses a belief by fitting words to the world. State, confirm, believe, conclude, deny, report, and so on are some examples.

2- Directives: The speaker uses words that match the world to try to get the listeners to do something, like asking, expressing a wish, inquiring, ordering, asking, inviting, advising, and pleading.

3-Commissives: With terms like "promising," "threatening," "offering," "planning," "vowing," "betting," and "opposing," the speaker pledges to carry out his commitment to future action.

4- Expressives: Speeches that convey their psychological stance toward the state include apologies, gratitude, greetings, congrats, and deplorations (no direction of fit).

5- Declarations: By proclaiming, abdicating, and baptizing, for example, speakers establish a relationship between the propositional content and actuality (words fit world and world fit words).

3.2. Data

1- "If a believer were truly aware of the extent and intensity of God's punishment, he would lose all hope of attaining paradise. And if a disbeliever knew of the

overwhelming mercy of Allah, he would never despair of paradise." (Nazarat,1988, P.10)

a-   Strategy of persuasion

The speaker uses causal reasoning. He tries to establish the relationship between cause and effect (Cause: the ambitious to the paradise, Effect: God is giving the punishment or mercy...)

b-   Types of speech acts

The type of speech act used in this strategy is assertive. The speaker asserts to his audience about the punishment and merciful.

c-   Rhetorical devices

Not found.

2- " when someone performs the pilgrimage for the sake of Allah, and does not indulge in foul talk or commit any transgression, he becomes as pure and innocent as the day his mother gave birth to him"(Nazarat,1988,p.27)

a-   Strategy of persuasion

The speaker uses causal reasoning. He tries to establish the relationship between causes and effects (Cause1: if the person performs the pilgrimage for the sake of Allah. Cause 2: and does not indulge in foul. Effect: he becomes as pure and innocent as the day his mother gave birth to him.

b-   Types of speech acts

The type of speech act used in this strategy is assertive. The speaker asserts to his audience that who performs the pilgrimage , he becomes as pure as the day his mother gave birth to him.

c-   Rhetorical devices

Simile: as the day his mother gave birth to him.

Personification: as the day his mother gave birth to him.

3- "O people! Say Assalamo Alaikum ! Feed others ! Be mindful of yourobligations towards relatives ! Worship (Allah) while others are asleep ! Do this, and you will enter Paradise in peace." (Nazarat,1988,p.45)

a- Strategy of persuasion

The speaker uses specific instances. The speaker mentions four instances, say Assalamo Alaikum, feed others, be mindful towards relatives, and worship while others are sleep.

b- Types of speech acts

The type of speech act used in this strategy is directive. The speaker directs his audience to greet the others, to feed others, to communicate with the relatives and to worship while others are sleep.

c- Rhetorical devices

Not found.

4- " whoever spends something in the cause of Allah is rewarded seven hundred times over" (Nazarat,1988,p.29)

a- Strategy of persuasion

The speaker uses casual reasoning. The speaker tries to establish the relationship between the cause and effects (cause: spends something in the cause of Allah, effect: rewarded seven hundred times over).

b- Types of speech acts

The type of speech act used in this strategy is assertive. The speaker asserts to his audience that if they spends something in the cause of Allah , they will have seven hundred times over.

c- Rhetorical devices

Not found

5- " Give charity to   save yourself from the fire even if it be by giving a portion of a date". (Nazarat,1988,p.30)

a- Strategy of persuasion

The speaker uses causal reasoning. The speaker tries to establish the relationship between the cause and effects. The cause : is giving the charity, the effect is saving from the fire.

b- Types of speech acts

The type of speech act used in this strategy is directives. The speaker directs to his audience to give charity even by giving a portion of a date to be save from the fire.

c- Rhetorical devices

Not found.

6- A generous person is close to Allah, close to the people and close to paradise but far away from Hell. As opposed to this , a miser is far away from Allah, from the people and from paradise, but close to Hell. An ignorant person who is generous is dearer to Allah than a worshipping miser." (Nazarat,1988,P.31)

a- Strategy of persuasion

The speaker uses the analogical reasoning . He uses analogy by comparing two cases; the first is the generous person , and the second is the miser. And comparing between the ignorant person who is generous and a worshipping miser.

b- Types of speech acts

The type of speech act used in this strategy is assertive. The speaker asserts to his audience that the generous person is close to Allah and the miser is far away from Allah and an ignorant person who is generous is dearer to Allah than a worshipping miser.

c- Rhetorical devices

Not found.

7- A person who invites people to the truth gets reward equal to the reward of all those who accept the truth (at his invitation). While nothing will be subtracted from their rewards. Likewise a person who entices others to sin carries the

burden of all the sins committed at his inducement, while nothing will be subtracted from the punishment of those who commit the sins." (Nazarat,1988,p.34)

a- Strategy of persuasion

The speaker uses causal reasoning. He tries to establish the relationship between causes and effects. (cause 1: if a person invites people to the truth, effect : he gets reward equal to the reward of all those who accept the truth) , (cause 2: if a person entices others to sin, effects: he carries the burden of all the sins committed at his inducement.

b- Types of speech acts

The type of speech act used in this strategy is assertive. The speaker asserts to his audience that who invites people to the truth gets reward equal to the reward of all those who accept the truth. And who entices others to sin carries the burden of all the sins committed at his inducement.

c- Rhetorical devices

Simile: A person who invites people to the truth gets reward equal to the reward of all those who accept the truth . Likewise a person who entices others to sin carries the burden of all the sins committed at his inducement.

8- To be a mother is to be a major influencer in the world. A mother plays a primary role in molding and shaping the lives of countless people. (Smith, 2015)

a- Strategy of persuasion

The speaker uses causal reasoning. The speaker tries to establish the relationship between the cause and effects (Cause: if you want to be a mother, Effect1: you should be a major influencer in the world, Effect2: a mother should play a primary role in molding and shaping the lives of countless people).

b- Types of speech acts

The type of speech act used in this strategy is assertive. The speaker asserts to his audience the important role of the mother. The prepositional content condition: the speaker expresses a fact that mothers are the major influencers. Preparatory condition: the assertion of the speaker is based on a fact that mothers play a primary role in molding and shaping the lives of countless people. The sincerity condition: shows the fact that the preacher believes in what he asserts. And the essential condition indicates that what the preacher asserts about the important role of mothers is true.

c-   Rhetorical devices

Repetition: a mother-a mother (diacope pattern), to be-to be (diacope pattern).

Metaphor: a major influencer

9- "none of you is a true believer unless he likes for others that which he likes for himself" (Nazarat,1988,p.44)

a-   Strategy of persuasion

The speaker uses causal reasoning. The speaker tries to establish the relationship between the cause and effect (Cause: likes for others what you like for yourself, Effect: faith in God.

b-   Types of speech acts

The type of speech act used in this strategy is directive. The speaker directs his audience to like for others what he like for himself to be faithful.

c-   Rhetorical devices

Not found.

3.3 Results

This section presents the number of the strategies of persuasion used in the selected religious texts. Also, it presents the number of the types of speech acts and the rhetorical devices that are used in these texts.

Table (1): The number of all the strategies of persuasion , the types of persuasion and the rhetorical devices used.

Text No.	Strategy of persuasion	Type of speech act	Rhetorical devices
1	Causal reasoning	Assertive	Not found
2	Causal reasoning	Assertive	Simile – personification
3	Specific instances	Directive	Not found
4	Causal reasoning	Assertive	Not found
4	Causal reasoning	Assertive	Not found
5	Causal reasoning	Directive	Not found
6	Analogical reasoning	Assertive	Not found
7	Causal reasoning	Assertive	Simile
8	Causal reasoning	Assertive	Repetition – Metaphor
9	Causal reasoning	Directive	Not found

According to the analysis conducted, the following results have been reached:

1- The persuading strategies logos has the largest number because preachers tend to utilize logic rather than passion and character to persuade their listeners. Pathos and ethos are the lowest number in the chosen texts.

2- The assertive is the most widely utilized kind of speech acts. While the directive is used less than the assertive, and the other types of speech acts are not used at all in the selected texts .

3- The rhetorical device simile is used in two texts, while everyone of the repetition, the personification and the metaphor is used in one text.

Section Four

Conclusion, suggestions and recommendation

4.1.Conclusion

This section offers the conclusions drawn from the examination of a few religious texts in the preceding section.

1- The strategies of persuasion that are used variously in English religious texts are: logos.

2- Preachers use the strategy logos of persuasion in order to persuade their audience. When they try to persuade their target listener by the strategy of logos they mostly depend on causal reasoning.

3- The widely used strategy of persuasion, among the three strategies, is the strategy of logos.

4- Because preachers frequently rely on making assertions for their audience, the assertive speech act is the most frequent sort of speech act that occurs with the tactics of persuasion.

5- The most common type of rhetorical devices that mostly occurs with the strategies of persuasion is simile, and this is due to the fact that simile is the most effective rhetorical device.

6- Some of the strategies of persuasion are not attended with any of the earlier defined rhetorical devices.

4.2. Recommendations and suggestions

1- It is recommended that teachers, instructors and students of English be familiar, conscious , aware and put the methods of persuasion into practice .

2-The suggestion is directing a contrastive study of persuasive strategies used in advertising in both English and Arabic.

References

Brembeck, W. L. And Howell, W. (1976). Persuasion: A Means Of Social Influence. New Jersey: Prentice-Hall, Inc.

Craig Smith, 2015, How Mothers Matter. Http://Www.Preaching.Com/Sermons/How-Mothers-Matter

Crome, K. (2005). Socrates And Sophistry. Richmond Journal Of Philosophy, 9, 1-7.

Graff, R. (2005). Prose Versus Poetry In Early Greek Theories Of Style. Rhetorica, 23(4),303-335.

Gross, A.G. & Walzer, A.E. (2000). Rereading Aristotle's Rhetoric. Carbondale: Southern Illinois University Press.

Hogan, Kevin (1996). The Psychology Of Persuasion. Louisiana, Cretna: Pelican Publishing Company, Inc.

Jarraya, S. (2013). Persuasion In Political Discourse: Tunisian President Ben Ali's Last Speech As A Case Study. Theses All, 6(21), 1-84.

Jowett, G., & O'Donnell, V. (2012). Propaganda & Persuasion (5th Ed.). California:SAGE Publications.

Lucas, Stephen E. (2009). The Art Of Public Speaking (10th Ed.).The Mcgraw-Hill Companies.

Miller, G. R. (1980). On Being Persuaded: Some Basic Distinctions. In M. Roloff, & G. R. Miller (Eds.), Persuasion: New Directions In Theory And Research (Pp.11–28). Beverly Hills: SAGE.

O'Grady, P. (2008). The Sophists: An Introduction. London: Gerald Duckworth.

Perloff, R. (2003). The Dynamics Of Persuasion Communication And Attitudes In The 21st Century (2nd Ed.). Mahwah: Lawrence Erlbaum Associates.

Qutteineh,M.(2017). The Language Of Persuasion And Power In ISIS Political Discourse. Hebron University, Palestine.

Richards, Jack C. And Richard Schmidt (2010). Longman Dictionary Of Language Teaching And Applied Linguistics (4th Ed.). Great Britain: Pearson Education Limited.

Sanddell, R. (1977). Linguistic Style And Persuasion. London: Academic Press.

Searle, J. R. (1969). Speech Acts. Cambridge: Cambridge University Press.

Thernstrom, S., & Thernstrom, A. (1997). America In Black And White: One Nation, Indivisible. New York, NY: Simon & Schuster.

Thompson, Peter (1998). Persuading Aristotle: The Timeless Art Of Persuasion In Business, Negotiation And The Media. Australia, 9 Atchison Street: Allen & Unwin.

Walton, Douglas (2007). Media Argumentation: Dialectic, Persuasion, And Rhetoric. New York, Cambridge University Press.

Web1:   Https://Www.Ministrymagazine.Org/Archive/2006/01/Persuasive-Preaching.Html. 15/Mar 2015.

Web 2: Http://Www.Selfgrowth.Com/Articles/Tristanloo4.Html.(2015)

Wilcox,   Laird   (2005).   Propaganda,   Persuasion   And   Deception. Http://Www.Overalltech.Net/Pub/Quotations-Propaganda.Pdf. 23/Mar 2015

استراتيجيات الاقناع في نصوص دينية مختارة (دراسة لغوية)

م . م . عبير نبيل رشاد سعيد

كلية العلوم الاسلامية – الجامعة العراقية

Gmail abeer.n.rashad@aliraqia.edu.iq

الملخص:

مصطلح "الإقناع" ليس جديدا؛ وقد تناولها أرسطو وأفلاطون في أعمالهما السابقة. إنه إجراء يحاول فيه المتصل إقناع شخص آخر أو مجموعة من الأشخاص بتغيير معتقداتهم أو مواقفهم أو سلوكياتهم. يتم استخدام استراتيجيات الإقناع بشكل أكبر في الكتب الدينية.

أما المشكلات التي تتناولها هذه الدراسة : ما هي الاستراتيجيات المستخدمة للتأثير على قراء النصوص الدينية؟، وإلى أي مدى تستطيع هذه الاستراتيجيات المقنعة إقناع المستمعين أو القراء؟. بالإضافة إلى ذلك، ما هي الدلالات اللغوية المستخدمة في اللغة الدينية لتحقيق الإقناع وإحداث تأثير إقناعي قوي؟

تهدف هذه الدراسة إلى التعرف على أنواع استراتيجيات الإقناع المستخدمة في النصوص الدينية المختارة لإقناع الجمهور بفعل معين. بالإضافة إلى ذلك، يهدف إلى إظهار الاستراتيجيات المستخدمة فيما يتعلق بالسياقات اللغوية واللسانيات. ولتحليل البيانات، وقد تم اختيار تسعة نصوص دينية.