



Discourse Analysis of Aristotelian Framing in Elon Musk's Interview on AI Future

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Abstract in English

Elon Musk presents his arguments about AI progression through interviews by using Aristotle's ethos and pathos and logos rhetorical framework for persuasive discourse analysis. The current study seeks to investigate how Elon Musk employ the Aristotelian rhetorical appeals to frame his discourse on AI. The research examines two primary inquiries regarding: How does Elon Musk use ethos along with emotion through pathos and logical reasoning through logos to influence his audience? The research uses qualitative discourse analysis techniques to follow how Musk expresses his views on AI governance alongside human-AI coexistence while discussing existential dangers through public interview records. Musk uses ethos through his tech leadership position and OpenAI co-founder role alongside pathos with "evil dictator AI" terror but also collective empowerment and logos through structured reasoning to establish his credibility with the audience. His inclusion of thoughtful statements like "I think" alongside "we" style expressions prevents authoritarianism but strengthens his vision as a necessity that should happen soon. According to research findings Musk structures his radical concepts into practical solutions because he unifies his expert knowledge with emotional appeal and logical reasoning to establish credibility in advancing his ideas across public forums about AI development.

Paper Info

Keywords

Discourse Analysis, AI, Persuasion, Ethos, Pathos, Logos

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1. Introduction

Fast-paced advancements in artificial intelligence systems have generated firm disagreement between the innovators of technology and government officials and the wider society. Tech industry leader Elon Musk represents a dual role of promoting AI benefits and warning about its dangers when considering its upcoming future. The interviews he conducts enable him to develop public understanding about AI's potential advantages as well as its potential to threaten humanity's existence. Through discourse analysis this paper investigates Musk's interviews about AI by analyzing how he presents arguments alongside his strategies to win over his audience. The study employs Aristotle's rhetorical ethos and pathos and logos to identify the method Musk uses for public AI perception influence.

Discourse Analysis (DA) represents a research method which studies linguistic operations in social settings through the examination of how language choices affect communication (Fairclough, 2003). According to DA terminology thematic progression defines the development of discourse themes between different parts of text (Daneš, 1974). When discussing AI with media outlets Musk traces his arguments from how AI benefits the economy to its moral problems in order to navigate extended dialogues. Analyzing AI-related progressions through this research allows scientists to find recurrent motifs together with rhetorical approaches which shape his discourse about AI.

The persuasion method developed by Aristotle provides an extensive system for examining how Musk uses rhetorical methods. Through his TED presentation Musk demonstrates ethos by displaying his position as a technology expert with direct knowledge of artificial intelligence (TED, 2023). Through his warnings about existential dangers of AI Musk builds pathos by providing emotional intensity to his message (Fridman, 2023). Through logos approaches he presents technical information combined with hypothetical cases to defend the need for governmental regulation (Musk, 2020). This research investigates how Musk blends reason and emotional messages to create an appealing presentation about AI through analysis of its core components.

The discourse of tech leaders has previously been observed as a key force in forming public opinion according to Boyd (2021). Only a limited number of researchers have investigated thematic advancement within Elon Musk's AI interviews by employing classical rhetorical analysis techniques. By systematically analyzing Musk's evolving arguments the research completes the existing literature gap and shows his methods of persuasion to influence audiences. Society's reaction towards developing technologies heavily depends on important figures such as Musk who shape collective attitudes. Thus, understanding their dynamics remains essential.

This study maintains crucial importance because it contributes knowledge to three academic fields: media discourse analysis and rhetorical studies along with AI ethical research. The research investigates Musk's rhetorical approaches to explain how technology leaders manipulate public discussions surrounding controversial innovation. This research contributes important findings about how language and power work together with technological storytelling in this age when people widely discuss the social effects of AI.

The study aims at answering the following question:

1. How does Elon Musk use ethos along with emotion through pathos and logical reasoning through logos to persuade his audience?
2. How does Elon Musk use pathos along with emotion through pathos and logical reasoning through logos to persuade his audience?
3. How does Elon Musk use logos along with emotion through pathos and logical reasoning through logos to persuade his audience?

2. Literature Review

2.1 Discourse Analysis

Discourse analysis (DA) exists as an interdisciplinary approach to analyze natural language use within different social situations (Gee 2014). The main difference between traditional linguistic analysis stands versus Discourse Analysis lies in the concept of language as social practice because DA examines discourse through power dynamics and cultural frameworks and ideological structures (Fairclough, 2003). The approach has gained increasing importance because

it serves to explain contemporary communication methods particularly during media interactions and political campaigns which depend on language for shaping public opinion and social reality.

The academic basis of discourse analysis stems from various intellectual branches of thought. Through his 1972 work Foucault demonstrated how different historical eras establish their truth standards through discourse-based operational procedures. CDA founded by Fairclough (1995) and van Dijk (1998) combines existing principles to study language processes which help preserve and disrupt social inequalities. The techniques possess overlapping objectives which focus on revealing the implicit ideological beliefs that appear in neutral language across political orations and mass media outlets and routine social dialogues (Wodak & Meyer, 2016).

The examination of texts and talk includes various methods as part of discourse analysis practice. Applicable to discourse analysis is a method which focuses on tracing important topical elements across the discourse framework (Daneš, 1974). Talk-in-interaction sequences and their turn-taking patterns along with repair mechanisms form the central topics of conversation analysis studies (Sacks, Schegloff, & Jefferson, 1974).

Applications of discourse analysis span numerous fields and domains. Social issues receive different public perception based on news framing according to studies in media studies (Entman, 1993). The analysis enables organizational researchers to study business communication structures along with employee relationships in workplace environments (Bargiela-Chiappini, 2009).

Discourse analysis develops through continuous responses to new challenges that arise in human communication processes. Modern digital communication tools foster new discourse patterns that need researchers to develop analysis techniques (Androutopoulos 2013). Global communication growth has resulted in more attention directed toward intercultural and multilingual discourse (Blommaert 2005). The continuing growth of discourse analysis proves its importance in studying linguistic interactions that let us understand how communication operates in modern society especially its connection between mental processes and social systems.

2.2 Artificial Intelligence as Trendy Technology

One of the defining infrastructures of the communication of the present, Artificial Intelligence (AI) is transforming the creation, dissemination, and comprehension of messages. In the past five years, from 2020 to 2025, the portrayal of AI in scholarly publications indexed in Scopus is shifting from being merely a tool for creating human speech to being a new kind of communicator. This article, based on five recent articles, published over the last four years in the Scopus database, does not aim to discuss the entire body of research on AI, since it is already a very large quantity. The purpose of this article is to first of all, define what is meant by AI, summarize its use and significance and form an idea of where it's heading within communication contexts - rather than discuss the whole corpus of research, since the literature on AI is already very extensive and is growing even bigger.

A few new communication-related studies provide a behaviorally oriented definition of AI. Gil de Zúñiga, Goyanes, and Durotoye (2024) state that "AI can be defined as the "tangible, real-world capability" of non-human machines or artificial agents to "perform, task solve, to communicate, interact, and to act logically," as would a biological human" (p. 317). In this definition, AI is not merely computational, it is communicative, meaning that they produce, understand and react to symbolic messages in a fashion similar to that of human beings, at least within the realm of the bounded domain defined by the mechanism and devices to which they are applied.

In this sense, the authors have two goals to operationalize AI: (1) the things it can do (tasks, decisions, predictions) and (2) how much autonomy and independence it can attain without human involvement or direction (Gil de Zúñiga et al., 2024, p. 319). This two-dimensional spectrum is used to help communication researchers separate out lower- and higher-autonomous assistive devices, such as grammar checkers and chatbots which begin and evolve conversations.

Systematic mapping of 132 peer-reviewed articles reveals the re-conceptualization of AI as a communicator in the modern theory of communication (Pranawat et al., 2025). According to the study, AI is not just a medium or a machine, but is also active in three processes of meaning-making, emotional simulation, and symbolic interaction (Pranawat et al., 2025) as cited in the study on "Communication Traditions" by Robert Craig in 1999. In reality, AI is now part of the

newsroom, social platforms and PR workflows, writing articles, customising content and curating user experience and engagement (Pranawat et al., 2025).

The potential of AI-influenced interpersonal and pedagogical communication adds to this insight. For instance, new research published in the last few years and indexed in Scopus shows the use of AI to “pedagogically communicate” by means of “conversational tutoring”, “generation of feedback” and “adaptive dialogue” (e.g., Sánchez-Rada et al., 2025; Pranawat et al., 2025). In such situations, Artificial Intelligence is more than just a source of information: it adapts explanations to the individual, predicts misunderstandings and adjusts the tone and level of information to the learner, increasing the bandwidth of communication in education and training (Pranawat et al., 2025).

The need for AI is that it can reshape the way communication is done at scale. Golec, Hatay, Gill, and Buyya (2025) outline AI foundations and applications, and note the ways AI can enhance communication within the context of an “AI-driven transformation” in sectors like education, health, and media (p. 100265). In their review, communication-specific studies demonstrate the potential for AI to automate content production, tailor messaging, and refine audience targeting, enhancing efficiency and impact (Golec et al., 2025).

Yet, scholars highlight ethical and structural issues that are exacerbated by AI, too. However, as noted by Pranawat et al (2025), this shifts the traditional sender-receiver models into “hybrid systems,” in which both human and algorithmic subjectivities produce meaning. This brings up the challenges of accountability, transparency, and trust, particularly when AI-driven content contains misinformation, bias, or manipulative framing (Pranawat et al., 2025). In these aspects, AI is not a neutral helper but a transformative agent of change in the norms of responsibility and communication participation in this space.

In the future, the scholarship as covered by Scopus includes autonomy, context and sociality of AI communicators. In the future, Gil de Zúñiga et al. (2024) envision the role of AI as a "synthetic communicator" with different levels of agentic presence, emotional simulation, and symbolically illocutionary capacities in the public sphere, the media, and interpersonal

environments (p. 327). In this situation, Artificial Intelligence (AI) can act as a first response team in public relations crisis communication and even arbitrate between conflicting parties, creating the illusion of an AI presence as if it were a human actor (Gil de Zúñiga et al., 2024).

Ongoing innovations in “small AI,” multimodal interaction, and large language models (LLMs) are expected to drive the future of communication through AI advances, according to Golec et al. (2025) (p. 100265). In the field of education and public-interest communication, AI2Era's future tutors and science Communication tools can be a norm now; however, the scholars stress that such futures need to be underpinned by solid ethical frameworks, transparency in the involvement of AI and continue to be evaluated in participatory approaches continuously (Pranawat et al., 2025; Gil de Zúñiga et al., 2024).

In the vein of AI, Elon Musk is a pioneer around the world supporting the brand-new technologies on AI and its uses in different areas. Thus, the current study seeks to examine how does Elon Musk uses discourses to persuade audience supporting and believing in the AI potential for life enhancement.

2.3 Aristotle’s Rhetoric devices in Persuasive Discourse

As part of his seminal work Rhetoric Aristotle established the fundamental components of persuasion called ethos (credibility), pathos (emotional appeal) and logos (logical argument) which continue to form core principles of present-day discourse analysis. Every argument which presents itself across different contexts requires the cooperation of these persuasive appeals as described by Rhetoric (Aristotle) according to Kennedy (1991). The analytical framework developed by Aristotle functions as a comprehensive method to evaluate speakers' and writers' methods of audience influence which helps researchers study modern-day persuasive strategies (Perelman & Olbrechts-Tyteca, 1969).

- **Athos** - Aristotle highlighted ethos as the essential factor in persuasive communication because it involves the speaker's trustworthiness backed by his or her character. According to Aristotle in Rhetoric (Aristotle, trans. 2007) people tend to trust speakers who present practical wisdom through phronesis and virtuous behavior through arete and friendly intentions through eunoia. Research on ethos analysis today studies the ways in which public figures gain

authoritative status by displaying their credentials combined with reputation and expert language markers (Hyland, 2005). Scientists build their ethos by providing references along with transparent description of their research methods according to Latour & Woolgar (1986). Ethos construction became more difficult during the digital era because social media platforms enable individuals to make online profiles that differ from their offline reputation indicators (Marwick 2013).

- **Pathos** - According to Aristotle emotions serve as significant driving forces for audience behaviors thus pathos stands for emotional appeals to audiences. In Rhetoric Book II Aristotle provides an extensive list of emotional states to explain their impact on judgment (Konstan, 2006). Discourse studies today use pathos analysis to study how rhetorical speakers use emotional language together with narratives or imagery to generate emotional responses (Oatley, 2012). Political messaging provides fear-based appeals and hope-driven communication as per Brader (2006) whereas advertising reaches audiences with nostalgic elements and desire-based content according to Scott (1994). The manipulation of audiences through emotional appeals remains a critical concern for critical discourse analysts because these appeals become unethical without meaningful argument according to Wodak (2015).
- **Logos** - Arguments are structured through Logos which contains both proof-based evidence along with reason patterns and formal logic systems. Aristotle separated enthymematic reasoning which depends on audience assumptions from demonstrative arguments that serve as scientific proofs according to Burnyeat (1994). Contemporary logo studies focus on argumentation schemes as defined by Walton, Reed and Macagno (2008), they analyze fallacies in accordance with Hamblin (1970) and explore statistical or illustrative persuasion methods per Zarefsky (2014). When presenting dry technical material or scientific evidence researchers often use data visualization and reasoning about cause-effect connections (Bazerman, 1988) according to studies (Ceccarelli, 2001).

These appeals interact with each other to disclose significant aspects of discourse methods. Aristotle stated in Rhetoric 1.2 that strong persuasion requires a balance among all three elements while this principle now applies to successful TED Talks (Anderson, 2016) and courtroom rhetoric (Cotterill, 2003). Using the framework comparatively allows discourse analysts to observe how

different genres exert dominance through certain appeals such as pathos in charity appeals (Chouliaraki, 2013) opposed to logos in policy documents (Fairclough, 2003). The tripartite model functions in ideological analysis by demonstrating how powerful social groups normalize their perspectives by presenting uncalled-for value-based assumptions through apparently logical arguments (van Dijk, 1998).

Digital persuasion receives contemporary Aristotelian rhetorical treatment that examines how broken viewer engagement patterns increase appeals competition (Gitelman, 2008). Memes, for instance, compress ethos-pathos-logos into shareable units (Shifman, 2014). The essential truth taught by Aristotle remains valid because effective persuasion requires using ethos-pathos-logos elements strategically to match individual audiences in a manner which he described as *kairos* (timing and context) (Kinneavy, 1986). His analytical model continues to demonstrate essential value for discourse assessment amid present-day information surfeits and disputed factual claims according to Higgins and Walker (2012).

3. Research Methodology

The research bases its analysis on qualitative discourse methods to study Aristotelian rhetoric within Elon Musk's interviews about artificial intelligence's future prospects by using ethos pathos logos framework from Aristotle as its primary tool following Allen's (2008) account on rhetorics of logic; Rhetoric's affinity to Aristotle's ethical theory by Woerner (1990); and Rhetoric's account of emotions by Konstan (2006). Researchers analyze interview transcripts from the public domain to understand how Musk develops his arguments about AI regulation and human-machine cooperation and dangers for humankind. Proof of ethos stems from Musk building his standing through technical experience and Open AI membership while his pathos appeals to humans through expressing both AI-related anxiety about authoritarian AI systems and optimism about AI democratization.

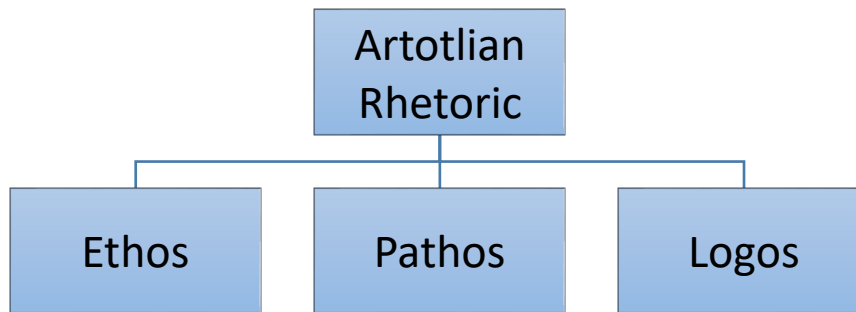


Fig (1) Aristotle's Framework of Persuasion

4. Data Analysis

“Okay, I mean I do want to emphasize that this is not really something that I advocate or this is not prescriptive. This is simply, hopefully, predictive. Because you will hear some say, well, like this is something that I want to occur instead of this is something I think that probably is the best of the available alternatives. The best of the available alternatives that I can come up with, and maybe someone else can come up with a better approach or better outcome, is that we achieve democratization of AI technology ... And that’s the reason that obviously you, me, and the rest of the team created OpenAI was to help spread out AI technology so it doesn’t get concentrated in the hands of a few. But then, of course, that needs to be combined with solving the high-bandwidth interface to the cortex.”

Ethos: Establishing Credibility and Trust

To boost his ethos, he takes a deliberate approach in defining his position. The perspective expresses predictive capabilities without the intent to advocate so he presents himself as an analytic investigator instead of an advocate. He declares "This is not really something that I advocate because this prediction remains purely observational." He uses these words to prevent dogmatic statements that might repulse doubtful listeners. By using a cautious method of presentation he maintains his credibility because it confirms that he approaches the matter through objective analysis rather than personal advocacy.

The authority of Musk stems from his role as a founder of OpenAI alongside other members which aims to enhance AI accessibility. He strengthens his authority by emphasizing in the statement "That's the reason that obviously you, me, and the rest of the team created OpenAI" his role alongside team members in opening AI. Musk increases his ethical standing through his admission that others may provide superior solutions because this shows intellectual humility.

Pathos: Emotional Persuasion Through Fear and Urgency

Musk utilizes pathos when he warns about the frightening future events that might unfold because of centralized control over AI. He demonstrates possible misuse by pointing to “an evil dictator or country” which could let their intelligence agency “steal it and gain control.” Through his use of such language, he creates fear within his audience about dangerous actors who could gain unlimited control over AI technologies thus protecting their basic instinctive need for survival.

Through his statements about an “unstable situation” and an unpredictable future control scenario Musk intensifies the sense of dire need. The presentation of AI concentration as an existential threat makes readers feel that they face both the loss of control in society and its imminent collapse. When Musk explains how AI capabilities might fall into wrong hands he moves from abstract threats toward tangible security dangers while showing audience members why they need his proposed solution.

Logos: Logical Argument for AI Democratization

Musk arranges his argument step by step (logos) beginning with problem recognition followed by proposed solutions. The author starts by warning of the danger associated with centralized AI governance through explanations about how ownership monopolies increase the risk of attacks by hackers or corporate criminals. The author sets up his proposed plan of AI democratization as the most effective way to fight against abuse when he compares it to this present risk of centralized AI control.

Despite possible opposition claims he distinguishes that his focus centers on preventing human abuse rather than AI autonomous behavior ("It's not that I think the AI would develop a

will of its own right off the bat"). His distinction between human misuse and AI sentience provides stronger evidence to his argument while simultaneously shifting attention toward controlling practical governance problems.

Musk combines both reasonable pathos and effective ethos for persuasive communication while avoiding an authoritarian tone in his response. Through his demonstration of expertise and his warnings about dangers and his rational explanation of dating controls he creates an influential reasoning. Through the combination of "I think" hedging along with sense of urgency in his expressions he generates persuasive statements that remain adaptable to further dialogue. Through this method he confirms his position as an expert in AI ethics while endorsing a distribution-based power model rather than centralized control.

- *“Humans are so slow. Yes, exactly. But we already have a situation in our brain where we’ve got the cortex and the limbic system... The limbic system is kind of a...I mean, that’s the primitive brain. That’s kind of like your instincts and whatnot. And the cortex is the thinking upper part of the brain. Those two seem to work together quite well. Occasionally, your cortex and limbic system will disagree, but they...”*

Ethos: Establishing Expertise and Authority

Musk fastens his agreement with the interviewer when he says (“Humans are so slow. Yes, exactly.”) He agreed with the statement by saying “Yes, exactly.” as he established his expert status. The speaker introduces neuroscientific language about the cortex and limbic system thus adding validity to his point. Through expert terminology which includes "cortex" and "limbic system" he demonstrates his knowledge of human brain structures to build authority as a speaker.

Musk subtly incorporates himself into “we” when he says “we already have a situation in our brain” which makes his expert opinion seem more approachable than distant. His ability to explain brain functions (“the primitive brain... instincts and whatnot”) makes difficult concepts understandable but does not diminish his expert credibility. The combination of scientific authority with a conversational tone in his speech strengthens his appeal to persuade his audience.

Pathos: Creating Relatability and Engagement

Through his language choice Musk uses pathos to explain brain functions which people can relate in their day-to-day lives. He appeals to the audience through this description because everybody recognizes this disconnect between rational thinking and impulsive actions within human behavior. Musk observed that mental conflicts occur when your cortex communicates differently from your limbic system which relates emotionally because everyone faces this kind of internal battle such as fighting temptations and surpassing fears.

Through his personification of brain systems ("they seem to work together quite well") Musk creates friendly conversation about a dry scientific subject. By using this method, the audience develops empathy because the descriptions reflect their own mental processes. Through his unfinished sentence ("but they..."), he combines humor with a conversational tone which makes his argument more accessible rather than intimidating to his audience.

Logos: Structured Argument for Brain Efficiency

The brief response by Musk presents a step-by-step logical progression (logos) which state: Although human beings might appear to be slower than machines their brain systems work impeccably. Research shows that people usually experience successful interaction between two brain regions which include the cortex responsible for reasoning and the limbic system focused on instincts.

Although minor disagreements do occur this system functions adequately as a whole. According to his logic human cognitive processes are not inherently faulty since humans have distinct mental operations than computers do. His analysis of neural cooperation disproves the notion that slowness represents weakness in humans through a discussion of adaptive compromises. His unfinished thought which ends in "but they" creates space for audience interpretation about their own decision-making processes thereby strengthening his argument subliminally.

Musk combines ethical, emotional and logical appeals in his response to achieve audience engagement through his analysis of human cognitive processes. The effective persuasion happens through his neuroscience foundation (ethos) that links to common human experiences (pathos) with logical reasoning (logos) although brief in nature thus avoiding the feeling of a lecture. Musk's

persuasive technique works successfully because it maintains expert status but remains accessible to common understanding thus making difficult information easier to comprehend and preserve free thinking space. This method exhibits his wider objectives about human-machine interaction which demonstrates human “slowness” functions as a beneficial aspect rather than something negative.

- *“Yeah, that’s unusual. So I think if we can effectively merge with AI by improving the neural link between your cortex and your digital extension of yourself, which already, like I said, already exists, just has a bandwidth issue. And then effectively you become an AI-human symbiote. And if that then is widespread, with anyone who wants it can have it, then we solve the control problem as well, we don’t have to worry about some evil dictator AI because we are the AI collectively. That seems like the best outcome I can think of.”*

Ethos: Credibility through his technical expertise

Musk implements various strategic methods to construct his credibility (ethos). The technical concepts "neural link" and "bandwidth issue" appear in his discussion to display his deep grasp of the subject area. The statement presents the proposed technology as a practical continuation of available technology he has already mentioned. This approach establishes his expertise with concrete products rather than hypothetical theories. When discussing technological solutions, he uses "we" effectively to boost his ethos since it creates a sense of collective membership to this solution-related work. He wraps up his argument by showing himself as a thorough thinker who carefully evaluated possibilities to reach the best possible outcome ("That seems like the best outcome I can think of").

Pathos: Appealing to Hope and Fear

Musk delivers two distinct emotional appeals through his argument. The prominent concept in his argument is the widespread modern fear of uncontrolled artificial intelligence systems ("we don't have to worry about some evil dictator AI"). The text creates a link to widespread dystopian stories while it presents a way to eliminate them. His narrative creates a feeling of amazement by showcasing human transcendence "whereby you achieve the status of an AI-human symbiote." Using a democratic framing format, he promotes an egalitarian emotional

tone that demonstrates this future would integrate all people instead of staying exclusive. Elon Musk constructs an emotional journey from worry to hope through his sequence of arguments starting with current barriers and ending with transformative potential.

Logos: Constructing a Logical Argument for Symbiosis

Within his argument (logos) Musk establishes a rational sequence that successfully persuades readers. He first recognizes the existing bandwidth limitation of brain-computer interfaces and then advances a solution for improved neural connections to create a new AI-human unity. Through his approach both human mental slowness and unregulated AI risks receive solutions at once. He turns conventional AI risk logic upside down by showing how humans transition into collectively becoming artificial intelligence. His proposed solution takes advantage of "if-then" logic throughout the discussion making the proposed solution appear inevitable.

The messages presented by Musk combine Aristotle's three appeals in an equal distribution to establish both the critical need and actual possibility of his controversial proposal. His expertise introduction (ethos) combined with consideration of existential hopes and fears (pathos) and his structured logical framework (logos) demonstrates to listeners that human-AI symbiosis represents the most viable solution to various existential dangers. Through this rhetorical technique he advocates for radical transhumanism using a practical problem-solving style of argument. His persuasive method fails or succeeds as an integrated system of appeals rather than as individual elements because it creates a feeling that human evolutionary development naturally leads toward radical changes.

- *“Yeah, a really talented team and they’re working hard. Open AI is structured as a 501(c)(3) non-profit. But many non-profits do not have a sense of urgency. It’s fine, they don’t have to have a sense of urgency, but Open AI does because I think people really believe in the mission. I think it’s important. And it’s about minimizing the risk of existential harm in the future. And so I think it’s going well. I’m pretty impressed with what people are doing and the talent level. And obviously, we’re always looking for great people to join in the mission.”*

Ethos: Establishing Authority and Trust

Two main techniques establish ethos credibility for Musk at the start of his speech. The leader is able to recognize both the talent and determination put forth by Open AI's team at their work. He specifies that Open AI operates as a non-profit organization with a "501(c)(3)" designation which demonstrates both openness and ethical AI practices. The non-profit distinction that he establishes allows Open AI to stand higher in importance than others while simultaneously affirming his role in pushing urgent progress. Through his use of "I think" and "I'm pretty impressed" claims the speaker offers a direct and authentic endorsement by keeping his statements in first-person.

Pathos: Inspiring Commitment Through Mission and Urgency

Open AI's work presents a critical existential necessity according to Musk who uses pathos as his framework. Musk draws a distinction between ordinary non-profits and OpenAI through his "Open AI does" statement which engages listeners by rooting his organization's sense of urgency in the devote believers of their mission. The statement about reducing existential peril generates intense feelings about devastating scenarios which makes the audience wholeheartedly embrace the mission. Through praise of Open AI's excellence and recruitment suggestions for talented individuals the founder creates both pride and sense of belonging among potential candidates who feel welcome to join an extraordinary organization.

Logos: Structuring a Rational Case for Open AI's Importance

Musk makes the case for Open AI's urgency with a logical sequence (logos) starting with the statement that AI has existential dangers. Open AI functions as a non-profit organization which selects safety measures above all other financial considerations. The employees bring exceptional expertise together with strong dedication to their work ("they're working hard"). Open AI's critical mission demands that more capable individuals join the organization according to the assessments. According to him the main goal of OpenAI involvement is to prevent catastrophic threats. The organization achieves validation through progressive results as demonstrated by the statement "it's going well." Musk uses proven methods of logic and emotional resonance and expert reputation to strengthen Open AI's mission as well as quietly draw potential staff members.

His statement uses ethos to establish expertise and pathos to stress urgency and logos to present logical organization resulting in a strong case about why OpenAI remains essential. The combination of his rhetorical methods that include admiring his team members and showing sense of urgency with highlighting existential threats creates simultaneous feelings of confidence and urgency. Open AI's structure gets both a defensive status and earns recognition as AI's optimal protection against dangers by applying ethical and rational arguments.

4.1 Discussions and Results

The rhetorical triad of ethos, pathos and logos which Aristotle developed provides Elon Musk with strategic tools to defend his stance on AI governance together with human-AI integration as well as Open AI's mission. Through his expertise presentation and Open AI affiliation he builds ethos credibility yet achieves pathos-based emotional connections by emphasizing both AI security risks and cooperative solutions. His logical logic (logos) system delivers explanation of central risks alongside human restrictions before he gives his proposed answers (democratization neural interfaces). His radical ideas gain credibility by presenting expert backing and his perspectives alternates urgently with optimistically while presenting philosophical needs as essential foundations which makes his concepts seem inevitable and applicable. His persuasive power through argumentation sometimes depends on invalidated technological suppositions which makes his ideas less trustworthy for uncertain listeners. Through his command of classical rhetoric Musk establishes himself as a technologist visionary and effectively deals with debates surrounding artificial intelligence.

5. Conclusions

The study reaches the following conclusions.

1. The combination of ethos with pathos and logos serves Musk as his method to persuade his audience. His credibility as an expert (ethos) comes from presenting himself as an objective analyst (by making his predictions observational and mentioning his OpenAI position) while using technical terminology (using terms like "cortex" and "neural link").

2. His emotional approaches reinforce both fear concerning evil AI autocracy and existential threats as well as hope about AI-human hybridization and technological democracy development.

3. His logical reasoning arranges itself through a three-step pattern by detecting problems such as AI misuse and brain-computer limitations while presenting evidence about monopolistic risks and neural bandwidth constraints and offering solutions through "if-then" reasoning. The use of hedged statements ("I think") together with generalized "we" language enables him to present his arguments without dogmatism but retains their effective persuasiveness.

Musk establishes an effective rhetorical force by using his expertise to validate his theories and emotional appeal and logical reasoning which enables him to outline AI's dangers then his solutions as pulling double duty as time-sensitive and fate-driven thus attracting listener engagement for his ideas.

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