

Pragmatic Analysis of Persuasive Appeals in HRW Press Briefings on Cease-Fire between Israel and Gaza

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Abstract

It is very beneficial to comprehend how people communicate with one another through language in a specific society when attempting to persuade them about certain topics/ or attitudes. The current study examines the justifications which are offered during HRW press briefings for a cease-fire that is held between Israel and Gaza. Finding out which persuasive argument types and how they are used at the HRW press briefings are the aims of the current study. The study's research design employs a descriptive qualitative methodology. During the data analysis process, each data point is explained and interpreted in terms of words or utterances according to the context in which they occur. A selective sample technique is used to gather data from HRW news conferences. Aristotle's idea of persuasion appeals is used in the current study to analyze and to interpret the selected data. Also, Searle's (1969) speech acts model is used in the current study. The data analysis of the study concludes certain facts that the HRW press briefings employ a complex and a multifaceted persuasive technique, employing a balance of pathos, ethos, and logos appeals to establish credibility, make a compelling case, and highlight the moral seriousness of the Gaza crisis.

Keywords: Appeals, HRW press briefings, ceasefire, conflict.

تحليل عملي للأساليب الإقناعية في الايجازات الصحفية لمنظمة هيومن رايتس ووتش بشأن وقف
إطلاق النار بين إسرائيل وغزة

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ملخص

من المفيد جداً فهم كيفية تواصل الناس فيما بينهم لغوياً في مجتمع معين عند محاولة إقناعهم بقضايا أو مواقف محددة. تتناول هذه الدراسة المبررات التي تُقدم خلال المؤتمرات الصحفية لمنظمة هيومن رايتس ووتش بشأن وقف إطلاق النار بين إسرائيل وغزة. وتهدف الدراسة إلى تحديد أنواع الحجج الإقناعية وكيفية استخدامها في هذه المؤتمرات. وتعتمد الدراسة في تصميمها البحثي على المنهج الوصفي النوعي. وخلال عملية تحليل البيانات، يتم شرح كل نقطة بيانات وتفسيرها من حيث الكلمات أو العبارات وفقاً للسياق الذي وردت فيه. كما تم استخدام أسلوب العينة الانتقائية لجمع البيانات من المؤتمرات الصحفية لمنظمة هيومن رايتس ووتش. كما تم الاستعانة بنظرية أرسطو عن أساليب الإقناع لتحليل وتفسير البيانات المختارة، بالإضافة إلى نموذج أفعال الكلام لسيرل (1969). وقد توصلت الدراسة إلى جملة من النتائج، أبرزها أن المؤتمرات الصحفية لمنظمة هيومن رايتس ووتش تستخدم أسلوباً إقناعياً معقداً ومتعدد الأوجه، يوازن بين العاطفة والمصدقية والمنطق لبناء المصدقية، وتقديم حجة مقنعة، وإبراز الخطورة الأخلاقية لأزمة غزة.



الكلمات المفتاحية: الاساليب، المؤتمرات الصحفية لمنظمة هيومن رايتس ووتش، وقف إطلاق النار، النزاع

Introduction

It is important to understand how people use language to persuade others. The compelling arguments presented about the truce between Israel and Gaza at press conferences held by Human Rights Watch (HRW) are examined in this study. In politics, persuasiveness is extremely important since it can have a big impact on public opinion and decision-makers. An organization well-known for its work on international human rights, Human Rights Watch (HRW), has been keeping an eye on and reporting on developments related to the ongoing conflict between Israel and Gaza. Determining the components of persuasion is an essential task that establishes the foundation for an in-depth comprehension and deliberate use of this ubiquitous facet of interpersonal communication. Scholars establish a unified framework through clear and succinct explanations, which enable focused research and productive collaboration. This distinction helps to emphasize the important elements and clarifies what is and is not engaging. It also creates boundaries between objects. Thus, a specific definition of persuasion offers a strong basis for further research, enabling scholars to expand on previous findings and further the field of persuasion studies in a variety of settings, such as politics, business, and interpersonal interactions.

Persuasion is defined as the act of one group using words to influence another group, whereas rhetoric refers to the range of strategies one may use to persuade someone (Shokouhi and Moazed, 2017). Persuasion is often the speaking act, and rhetoric is the tool used by the speaker to persuade the listener (Charteris-Black, 2011). Persuasion is a modern skill in human existence. Whether they realize it or not, people use persuasion all the time in conversation to sway or change other people's opinions. Humans utilize language not only for communication but also for goal-achieving. Different scholars define persuasion in different ways. Persuasion is "a symbolic process in which communicators try to convince other people to change their attitudes or behaviour regarding an issue through the transmission of a message, in an atmosphere of free choice" (Perloff, 2003). Persuasion primarily appeals to human reason, while manipulation is thought to have an effect on the subconscious (Algamde, 2015). Based on the provided facts, an alternative study concluded that an emotive approach is the most successful means of communicating a religious message.

Persuasion is an intricate and dynamic process. Through vocal and nonverbal cues, the persuader attempts to persuade his audience to alter his conduct, thoughts, and attitude towards a certain issue in favour of the persuader. Messages are tied to both the sender and the recipient (Larson, 2013). The "ideational meta-function is the source of interpreting our outer and inner world of experience, and it enables human beings to express patterns of experiences",

The majority of individuals think that selling things and closing transactions are the best uses for persuasion. It's also often seen as clever manipulation and should be avoided(Khalaf, 2023).

This study attempts to acquire insights into the organization's rhetorical methods and the underlying goals behind its efforts to influence the international community's perceptions and responses to the war by analyzing the persuasive appeals employed in the HRW press briefings. The study draws on Aristotle's philosophy of persuasion, which identifies three basic appeals: ethos (credibility), pathos (emotion), and logos (logic), to evaluate how the HRW uses these persuasive methods to make its argument and urge action. Furthermore, a closer look at the speech acts used in the press briefings, like directives, expressives, and assertives, provides additional insight into the HRW's overall communication objectives and persuasive approach. The interaction between these persuasive appeals and speech acts may make the speech easier to understand.

Literature review

The effectiveness of a speaker's communication relies on his ability to accomplish his stated objectives. The speaker successfully persuades listeners to accomplish the communication's objectives. A speaker can employ persuasive techniques to persuade listeners. Speakers utilize persuasion techniques to sway listeners through their words without resorting to coercion(Alfian, Santi, Sari, 2019). Persuasion is an effort to change the attitudes and motivations of the hearer(Gass and Seiter, 2010).

Discourse analysis has a long history with the concept of persuasion, which usually involves two parties: the persuader and the persuaded. Persuasive discourse in the media aims to consciously and actively change the collective mindset of the public to support the goals of the state or non-governmental organizations that are delivering persuasive messages. Persuasion in media discourse is generally linked to a centralized entity, such as governments, political parties, interest groups (also known as pressure groups), and people with particular objectives (Soules, 2015). As a matter of fact, an addressee or audience is considered as a crucial consideration in any study of persuasive communication. Furthermore, a wide range of persuasive strategies can be used to acquire the audience's support and diminish or eliminate their opposition to a particular message.

Persuasion is an intricate, interactive process in which the persuader and the persuaded are connected by verbal and nonverbal symbols. The goal of persuasion is to get the persuaded to adopt a different attitude or behaviour by expanding or changing the persuadee's perceptions. Most people believe that



persuasion is a skill best used for closing deals and selling goods. It's also frequently perceived as cunning manipulation, something to be avoided. Persuasion is undoubtedly useful in sales and deal-clinching scenarios, but it may also be abused to control others. Moving someone to a position they do not already hold is a necessary part of persuasion, but it does not happen by pleading or coercion. Rather, it entails meticulous planning, appropriate argument structure, compelling evidence presentation, and an attempt to strike the right emotional chord with your audience (Larson, 2001).

Aristotle is credited for coining the term "persuasion" and pointing out the pervasiveness of persuasive communication in daily life. Persuasion "refers generally to the use of language by one party to encourage another to accept a point of view" (Charteris-Black, 2011). It also shows what happens when people's beliefs and methods of thinking are changed. Persuasive strategies are therefore quite important in this context. They are created by fusing ideas about language, culture, and rhetorical contexts. While conviction is generally achieved by employing techniques anchored in logical proof and that appeal to persuades' reason and reasoning, persuasion "relies primarily on symbolic strategies that trigger the emotions of intended persuades" (Miller, 2013).

Most academics agree that mastering persuasion is an effective skill for writers and speakers. Everyone needs to be able to persuade, but political leaders especially. A politician needs to be able to persuade people in order to succeed. Persuasion is a form of human communication. Persuasion has advantages as well. For instance, it facilitates the drafting of peace treaties between nations. There are many distinct and varied reasons why persuasion is advantageous." As a result, persuasive speakers can persuade people more effectively, quickly, and easily than others (Gass, 2011). Persuasive language is any language or instrument that is used to persuade people. Philosophers and scholars in the social sciences, humanities, and linguistics have paid close attention to persuasion as a fundamental component of language use. persuasive tactics, in particular, and the persuasive process in general have been one of the central issues of sociolinguistic and discourse analysis as fields of study. According to a number of research on the subject, persuasion is fundamentally a social act (Al-Ghamdi and Alghofaily, 2019). Speech text contains the function of persuasion. The goal of a speech is to communicate (Soedjarwo, 2020). A "speech" is typically an address given to an audience on different times and for different objectives in order to achieve a certain objective.

Persuasion is recognized as a directive speech act (Searle, 1969). Directives need the speaker to intend to provide the hearer instructions on how to do something. In this sense, the power of the speaker to influence the listener to act is a necessary component of persuasion. Persuasive speech frequently uses directives, which can be used directly or indirectly. The illocutionary force of



instructions can be lessened by pragmatic techniques that remove the speaker from their deictic center (physical/mental point of view) (Hardin, 2010). But persuasion is not limited to commands; it can also be accomplished through a variety of verbal acts. In addition to directed speech acts, persuasive utterances can also be expressive, declarative, aggressive, or commissive (Taufik, 2014). As a result, directions can be expressed directly or indirectly. Indirect utterances are actions that lack directness but yet transmit it. Moreover, a persuasive act is described as a stimulus that has the power to modify, strengthen, or mould a reaction. This reaction represents a shift in the audience's attitudes, values, and beliefs regarding the persuasive act's subject. Therefore, a persuasive act is an observable input that results in an observable output, which is the audience's behavior changing (Walton, 2007).

Aristotle

Appeals

To understand the complexity of the Aristotelian persuasion arguments, a careful evaluation and analysis are necessary. The goal of ethos is to draw in the audience by having the speaker be authentic. The speaker's logical justification for his beliefs and the supporting evidence are dealt with by logos. Pathos discusses emotion and the capacity to regulate it. For thousands of years, people have used ethos, logos, and pathos—Aristotle's three rhetorical proofs—as techniques for persuasion. In more recent times, theories and data pertaining to human psychology have been utilized to identify persuasive tactics. Despite having psychological roots, these persuasive techniques are frequently used in communication study and practice because of their importance in politics, marketing, advertising, and interpersonal interactions. Persuading the target to internalize the persuasive argument and embrace this new attitude as a part of their fundamental beliefs is the ultimate goal of persuasion. Various methods have been suggested to do this. The most fundamental ones were provided by Aristotle in his book *The Art of Rhetoric*, which laid the groundwork for persuasion that is still relevant today. Three components make up speech, according to Aristotle: the listener, the subject, and the speaker. Consequently, he put out three fundamental persuasion techniques. The ethos is persuasion skills that are contingent upon the veracity and authenticity of the speaker or the document, as well as the audience's impression of the speaker's dependability. It is the degree to which the speaker persuades the listeners that he or she is competent to speak or present on the given topic (19). There are numerous ways to accomplish this:

- By being a well-known person in the industry, such a college professor or an executive of a corporation specializing in the subject.
- By possessing a personal stake in an issue, such as a familial connection to the topic at hand.



Most academics agree that mastering persuasion is an effective skill for writers and speakers. Everyone needs to be able to persuade, but political leaders especially. A politician needs to be able to persuade people in order to succeed. To be clear, persuasion is a form of human communication. Persuasion has advantages as well. For instance, it facilitates the drafting of peace treaties between nations. There are many distinct and varied reasons why persuasion is advantageous." As a result, persuasive speakers can persuade people more effectively, quickly, and easily than others(12).

Prior studies have examined the persuasive techniques employed by well-known orators. Obama's use of persuasion techniques in his 2012 victory speech were examined. Obama primarily employed pathos as opposed to ethos and logos, according to the results. It suggests that Obama influenced listeners by evoking strong feelings in them(20). Hillary Clinton's persuasive techniques were examined. The findings demonstrated that Hillary Clinton employed ethos to project a positive image and the word "we" to imply that her listeners share her viewpoint. Hillary Clinton employed both pathos and logos to present logical and factual data while also evoking the emotions of her audience(21). The persuasive techniques employed by Jokowi in his political speech were examined. The outcome demonstrated how Jokowi applied ethos by highlighting his expertise, reputation, and character(22). Plus, a research was carried out on a critical discourse analysis of the ideologies, power dynamics, and persuasion strategies used by Hillary Clinton and Donald Trump in their presidential discourse, with a focus on debates rather than speeches made during their campaigns(23).

One kind of appeal that is deemed essential is logos. This is because it emphasizes on the essential concepts' logical aspect (24). Most communications need reason and logic. The term "logos" describes the message's general logicalness and coherence. When facts or procedures are crucial, appeals to logos are required. Business reports, technical manuals, and process descriptions all use a lot of logos. Persuasive messages must contain specific assertions supported by strong evidence, such as facts, figures, examples, professional judgement, analogies, and stories(25). Logos serves as a reflection of beauty and primarily functions as a persuasive technique by using reasoning as a means of evoking strong feelings in the audience(26).

Theoretical

Framework

This research study was informed by two well-known theories: Aristotle's theory of rhetoric and Austin's theory of speech act. According to Austin's theory of speech act, every utterance, along with its meaning, uses a precise set of forces to accomplish a certain action. According to Levinson (1983), Austin's theory that one is doing something when they speak anything is informed by three simultaneous acts. These acts can be classified as locutionary,



illocutionary, or perlocutionary. Three types of persuasion are included in Aristotle's theory of rhetoric: ethos (character), pathos (emotions), and logos (reasoning). Furthermore, ethos is rhetorically defined as the situation in which the speaker's authority assures the listener that the message has credibility. She goes on to say that pathos is a term that describes the feelings that the audience experiences, thus the message must effectively captivate the audience(28). Since the rhetorical strategies employed by Human Rights Watch (HRW) in press briefings fall under one of the three categories of persuasion, Aristotle's theory proved helpful in writing this study. The theory made it easier for the researcher to understand these three arguments and make a logical connection between them and the actual conversation that occurred during Human Rights Watch (HRW) press briefings.

Methodology

The goal of this study is to do a thorough persuasive analysis of two chosen HRW Press Briefing talks. Speech acts as persuasive techniques are examined, along with how HRW Press Briefings used them to influence their audience, through a rhetorical analysis. It also looks into the kind of speech acts that HRW Press Briefings used as their main means of persuasion. To achieve these aims, Aristotle's idea of persuasion appeals and Searle's (1969) model are used in the current study. The remarks were chosen based on how they related to the Israeli-Gaza cease-fire. The study is a descriptive qualitative design. For data collection, The researcher utilized the official Human Rights Watch website, <https://www.hrw.org/news>, to gather two written news briefings regarding the cease-fire between Israel and Gaza. These briefings must cover various persuasive arguments and their tactics, as well as different sorts of illocutionary speaking acts. Selected Human Rights Watch press briefing remarks or statements are given careful consideration. To guarantee a complete comprehension of the two briefings, the data is read multiple times. This aids in identifying and determining which data might contain the convincing arguments made in both briefings. Following classification, a list of terms utilized in the utterances or words is created in accordance with the data table's convincing arguments. As such, the objective is to acquire a comprehensive comprehension and knowledge foundation. Lastly, the investigation of the history and expertise of Human Rights Watch is completed. For conducting The data analysis, the data are divided into texts to facilitate the analysis and the texts are analyzed twice to find out the persuasive appeals.

The Results of the Data Analysis

The persuasive appeals in the HRW press briefing of cease fire between Gaza and Israel are examined. The research has these various persuasion appeals. The data show that HRW press briefing use a variety of persuasive appeals. The appeals are classified into *ethos*, *pathos*, and *logos*.

Table 1: The frequency and percentage of the persuasive appeals in the HRW press briefing

Persuasive appeals	Frequency (N)	Percentage (%)
Ethos (Credibility)	30	44.8%
Pathos (Emotion)	18	26.9%
Logos (Logic)	41	61.2%
Total	89	100%

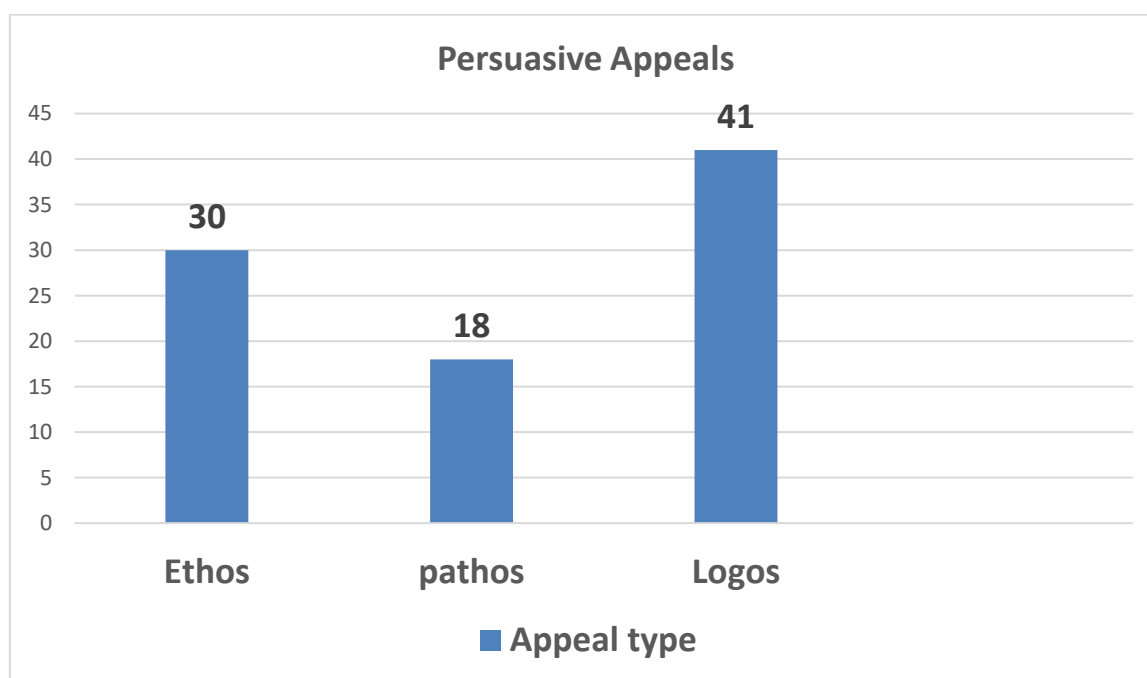


Figure 1: The frequency and percentage of the persuasive appeals in the HRW press briefing

Explanation:

- **Ethos (30 times, 44.8%):** Human Rights Watch (HRW), the World Food Programme (WFP), and international law are among the credible sources that the text regularly invokes. To support its arguments, it also quotes authorities like Scott Paul (Oxfam) and Omar Shakir (HRW).
- **Pathos (18 times, 26.9%):** The text elicits feelings by detailing the hardships experienced by Gazan citizens, particularly children, as a result of a

shortage of food, water, and medication. Words like "starvation," "war crime," and "constant search for things needed to survive" evoke sympathy and a sense of urgency.

- **Logos: Appeared 41 times (61.2%),** reasoning is the most common appeal. The text backs up its claim that Israel committed a war crime with facts, reports from reliable sources, allusions to international law, and historical background.

Analysis of the speech acts used in the HRW press briefing

The speech acts that were used in a Human Rights Watch (HRW) report on the situation in Gaza are examined in this research. Speech acts are verbal acts that involve making claims, providing instructions, or expressing feelings. We may learn more about the goal of the report and how the reader is supposed to be affected by it by analyzing the speech actions that were employed.

Table 2: The frequency and percentage of the Speech Acts in HRW press briefing on Gaza

Speech Act Type	Frequency	Percentage
Assertive	76	58%
Directive	14	11%
Expressive	10	8%
Commissive	6	5%

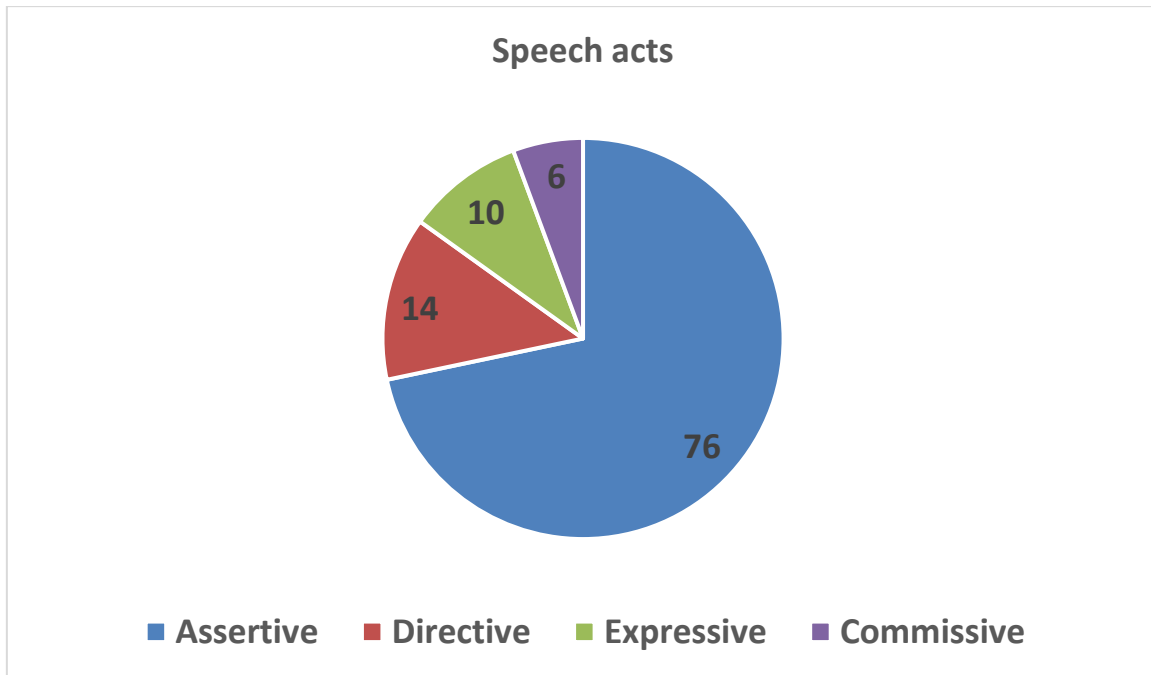


Figure 2: The frequency and percentage of the persuasive appeals in the HRW press briefing

Declarative speech acts comprise over 50% of all utterances, making them the most prevalent type of speech act. This shows that the report's top priorities are to outline the Gaza situation and provide reliable information. In an effort to sway the reader's decisions, there are several directives that demand governments and other international players to carry out specific tasks. Commissives convey commitments to upcoming events, whereas expressive expressions provide sentiments and ideas regarding the situation.

The prevalence of forceful speech acts indicates that the report places a high value on providing accurate and unbiased reporting of the facts related to the Gaza crisis. The goal of this strategy is to lay a solid groundwork for the ensuing instructions and sentimental pleas. The report's advocacy role is emphasized by the frequent use of commands. HRW urges states and international organizations to take particular actions, such as applying sanctions or demanding an end to the embargo, in an effort to influence their behavior. The report gains emotional depth by the use of expressive statements. Terms like "outrageous" and "heartbreaking" evoke empathy and a sense of urgency in the reader. These statements strengthen the directives by creating a stronger call to action. Speaking in a compliant manner demonstrates a commitment to future behavior. HRW's dedication to resolving the situation is evidenced by their remarks regarding continued aid giving and their pledge to look into the matter further. Moreover, the potential threat of sanctions suggests a potential future course of action in the unlikely event that Israel sticks to its current plan.

Analysis of the HRW press briefings

Extract 1: Human Rights Watch issued a warning today, stating that children in Gaza have been starving to death since the Israeli government began using famine as a weapon of war, which is illegal. Doctors and families in Gaza reported incidents of children suffering from acute malnourishment and dehydration, together with pregnant and nursing moms, and hospitals unprepared to deal with the patients."

Assertive Speech Acts Analysis:

It states, rather simply, that the Israeli government is using starvation as a "weapon of war" and that this is a "war crime."

It further says that children, expectant mothers, and nursing mothers are suffering from severe hunger and dehydration.

Ethos, or Ethical Appeal:

Human Rights Watch is cited in the statement, giving the assertions legitimacy and authority.

The phrase "war crime" alludes to the moral and legal foundation of international law.

Appealing to Emotions (Pathos):

Phrases like "suffering from severe malnutrition and dehydration" and "dying from starvation-related complications" evoke strong feelings in the reader.

The audience's feelings and compassion are further evoked by bringing up vulnerable populations including kids, expectant mothers, and nursing moms.

Extract 2: "Concerned governments should impose targeted sanctions and suspend arms transfers to press the Israeli government to ensure access to humanitarian aid and basic services in Gaza, in accordance with Israel's obligations under international law and the recent International Court of Justice order in South Africa's genocide case."

Analysis: Directive Speech Acts: The statement expressly calls for "concerned governments" to take specific actions, such as imposing sanctions and stopping military supplies, in order to exert pressure on the Israeli government.

Logical Appeal (Logos): It seems reasonable to link the proposed actions to the objective of guaranteeing Gazans' access to basic services and aid.

The "International Court of Justice order" and Israel's "obligations under international law" are stated, providing a compelling justification for the proposed actions.

Ethical Appeal (Ethos): The reference to international law and the International Court of Justice gives the suggested actions authority and credibility.

Excerpt 3: "Starvation has proven to be a deadly weapon of war used by the Israeli government against children in Gaza," stated Omar Shakir, director of Human Rights Watch for Israel and Palestine. "Israel needs to end this war crime, stop this suffering, and allow humanitarian aid to reach all of Gaza unhindered."



Analysis : Acts of Assertive Speech:

It is stated clearly in the declaration that the actions of the Israeli government are "war crimes" and have "proven deadly for children in Gaza."

Directive speech act : The statement calls on Israeli authorities to "end this war crime, stop this suffering, and allow humanitarian aid to reach all of Gaza unhindered."

Ethical Appeal (Ethos): The direct quotation from Omar Shakir, the head of Human Rights Watch for Israel and Palestine, gives the message more strength and authority.

Calling the actions of the Israeli government a "war crime" reminds us of the moral and legal norms that prohibit such behavior.

Appealing to Emotions (Pathos): Certain words, like "proven deadly for children" and "stop this suffering," evoke powerful feelings in the reader. The demand made by the crowd to provide humanitarian aid to Gaza speaks to their sympathy and concern for the welfare of the impacted populace.

Extract 4: "On March 18, 2024, a United Nations-coordinated partnership comprising 15 international organizations and UN agencies looking into the hunger crisis in Gaza reported that 'all evidence points towards a major acceleration of death and malnutrition.'" According to the partnership, famine might break out in northern Gaza at any moment between mid-March and May, when 70% of the population is thought to be suffering from catastrophic hunger."

Assertive Speech Acts Analysis: The assertion that a UN-coordinated partnership has provided accurate information and numerical statistics in its report on the Gaza food crisis is made in the statement.

Appealing Logically (Logos): The excerpt uses timeliness and quantitative statistics to make the issue seem serious and urgent.

Ethical Appeal (Ethos): The reference to the "United Nations-coordinated partnership of 15 international organizations and UN agencies" lends credibility and validity to the content.

Excerpt 5: Human Rights Watch interviewed the parents of two infants who died from complications related to starvation, according to medical professionals, and the parents of four other children who were malnourished and dehydrated in March. The doctor was a volunteer and has since left Gaza. Human Rights Watch looked at photos of two very sick babies who appeared to be malnourished, as well as the child's death certificate. At the Kamal Adwan hospital in Beit Lahia, in northern Gaza, everyone received medical attention."

Assertive Speech Acts Analysis: Human Rights Watch conducted interviews and reviewed documents to obtain information about the circumstances in Gaza, according to the statement.

Ethical Appeal (Ethos): When Human Rights Watch's research and investigation efforts are directly recognized, it lends greater credibility and comprehensiveness to its approach.

Emotional Appeal (Pathos): The reader is deeply moved by the story of the suffering and deaths of infants and children due to problems brought on by starvation.

By identifying the parents of the impacted children and showcasing the outward manifestations of malnutrition, the scenario is given a more intimate and compassionate touch.

Extract 6: "Today, Human Rights Watch declared that the Israeli government's starvation of Palestinians in the occupied Gaza Strip is a war crime. Israeli forces are deliberately blocking humanitarian aid, allegedly demolishing agricultural property, cutting off the civilian population's access to basic essentials for survival, and hindering the flow of gasoline, food, and water."

Analysis: Acts of Assertive Speech: This paragraph makes it rather evident that the Israeli government is guilty of a war crime when it comes to starving civilians in Gaza. It further alleges that Israeli forces are deliberately destroying agricultural areas and impeding the supply of basic commodities and humanitarian aid.

Ethical Appeal (Ethos): Quoting Human Rights Watch lends authority and credence to the statements stated. Any reference to the international legal and ethical framework arises from the designation of the actions as "war crimes."

Extract 7: "Since Hamas-led fighters attacked Israel on October 7, 2023, high-ranking Israeli officials, including Defence Minister Yoav Gallant, National Security Minister Itamar Ben-Gvir, and Energy Minister Israel Katz have made public statements expressing their aim to deprive civilians in Gaza of food, water and fuel – statements reflecting a policy being carried out by Israeli forces."

Analysis : Acts of Assertive Speech: According to this section, senior Israeli officials have made it known that they plan to withhold essential aid from Gaza residents, and Israeli forces are carrying this out.

Logical Appeal (Logos): The accurate identification of the Israeli officials and their comments provides a logical and factual basis for the claims made in the book.

Extract 8: It is against international humanitarian law, sometimes referred to as the rules of war, to starve civilians in order to wage war. The Rome Statute of the International Criminal Court declares that intentionally denying civilians of necessities for survival, including purposefully impeding relief supplies, constitutes a war crime.

Assertive Speech Acts Analysis: This passage states that the Rome Statute of



the International Criminal Court and international humanitarian law forbid starving populations as a method of warfare. It goes on to say that these actions constitute crimes against humanity. The use of current international laws and legal frameworks gives the statements made power and credibility, appealing to the audience's sense of morality and legality. This is known as the ethical appeal (ethos). **Extract 9: Human Rights Watch warned that the Israeli government must immediately cease using famine as a means of warfare against civilian populations. It should respect the prohibition against hitting targets that are necessary for the survival of the civilian population and lift the embargo on the Gaza Strip. The government should open the Kerem Shalom gate and allow food, fuel, and medical supplies to enter Gaza. It should also turn on the water and electricity again."**

Analysis: Directive Speech Acts: This extract directly calls on the Israeli government to take specific actions, including ceasing the use of starvation as a method of warfare, lifting the blockade on Gaza, and restoring essential services and humanitarian aid.

Ethical Appeal (Ethos): Human Rights Watch is once more cited in the declaration, bolstering the legitimacy and authority of the requests.

Extract 10 : "Concerned governments should call on Israel to cease these breaches. The United States, the United Kingdom, Canada, Germany, and other countries must also stop providing military assistance and arms supplies to Israel as long as Israel's soldiers are permitted to commit serious and widespread crimes against civilians that are classified as war crimes."

Analysis : Speech Acts with Directives: This section requests that "concerned governments" urge Israel to cease the alleged violations and that specific countries cease arming and supporting Israel's military until Israel ceases waging war crimes against civilians.

Ethical Appeal (Ethos): The phrase "war crimes against civilians" draws attention to the legal and moral frameworks that prohibit such behavior, strengthening the arguments for their demands. Analyzing the Aristotelian Appeals that were covered in the HRW press conferences on the cease-fire between Israel and Gaza reveals that the bulk of persuasive strategies are based on logic and reason, with Logos taking precedence over other arguments.

Appeals for Logos (61.2%) The fact that 61.2 percent of all appeals were Logos appeals indicates that the criticism of Israel's actions in Gaza is mostly grounded in information, facts, and well-reasoned arguments. Among the exact numbers included in the book are the number of deaths, the percentage of the population that is hungry, and the amount of infrastructure that has been damaged. It also refers to international rules and conventions to give a solid



legal basis for condemning Israel's acts as war crimes. The emphasis on objectivity and reason lends credence to the accusations and the calls for action.

Appealing to Pathos (26.9%) Pathos, or emotional appeals, make up 26.9% of the persuasive techniques employed in the briefings. The story employs realistic depictions of the pain that the general public, particularly children, experiences in an effort to provoke moral indignation and compassion in the audience. Emotions are evoked by the human element that impacted families' testimonies and personal narratives bring to the matter. The emotional rhetoric employed, such as "starvation as a weapon of war," "struggle," and "war crime," enhances the pathos appeals even more.

Appealing to Ethos (44.8%) Approaches based on ethos make for 44.8% of persuasive strategies. A trustworthy and reputable source of data and accusations for the briefings is Human Rights Watch. The statements and quotes from HRW representatives, such as Omar Shakir and Lama Fakih, provide the charges more weight and authenticity. Two such instances of how the text's ethical appeal is reinforced are the Rome Statute of the International Criminal Court and the moral and legal foundations of international humanitarian law.

Discussion

The Human Rights Watch (HRW) press conference on Israel's siege of Gaza makes a compelling case against Israel's actions by focusing on Israel's ethos. Using references to reputable institutions and authorities such as Human Rights Watch, as well as references to international law and the Rome Statute of the International Criminal Court (ICC), the book liberally employs ethos to support its claims. Given how contentious the Israeli-Palestinian conflict is, it's critical to highlight ideas that dispel readers' misconceptions. Pathos is another device used in the press briefing to evoke empathy and indignation in the reader. Narrators of the chronic dread, water scarcity, and malnourishment of Gaza's people—particularly children—build a feeling of urgency and emotional connection. Phrases such as "starvation," "war crime," and "constant search for things needed to survive" eloquently depict Gaza's humanitarian catastrophe. This sincere request aims to inspire people to arm themselves and put pressure on Israel to change its ways. However, relying solely on feelings could be risky because an excessively sentimental tone could alienate certain readers or come out as misinformation. The study successfully maintains a balance between a strong body of evidence and its strong emotional appeal, ensuring that the pathos reinforces rather than subdues the rational argument.

The literature commonly employs logos, or reason and evidence, to persuade readers. The report primarily uses data, information from reliable sources like the UN World Food Programme (WFP), and historical context to support its criticism of Israel. It is more difficult for Israel to dispute the accusations because the study emphasizes logos heavily and offers a well-supported



argument. The three Aristotelian Appeals taken together point to a well-thought-out plan for making a strong case. While pathos appeals aim to evoke an emotional response and a sense of moral urgency, logos appeals place a great focus on reasoning and facts. Even if the Ethos appeals are weaker than the Logos and Pathos tactics, they are crucial in establishing the HRW as a reliable source on the Gaza situation. The briefings seek to present the HRW as a dependable and trustworthy voice that the international community should take seriously by drawing on the organization's experience and the legal frameworks of international law. In summary, Human Rights Watch persuades the audience of the gravity of the situation in Gaza and the immediacy with which the international community must respond to the Israeli government's alleged war crimes in their press briefings on the cease-fire between Israel and Gaza by utilizing a combination of directive and assertive speech acts, moral and logical arguments, and ethos.

Conclusions

Logical and rational arguments are emphasized in Human Rights Watch (HRW) news conferences regarding the ceasefire between Israel and Gaza, with logos being the most powerful persuasive technique. This is in line with the HRW's mission to increase public awareness of the humanitarian situation in Gaza, mobilize international condemnation, and put pressure on the Israeli government and its allies to take action.

The HRW's position appears to be purposefully grounded on factual evidence and thorough analysis, as opposed to depending exclusively on emotional appeals or moral authority, as evidenced by the frequency of logos appeals. Pathos appeals recognize the role that emotional resonance has in shaping public opinion and generating global pressure. In addition to supporting the rational and legal reasons, the briefings humanize the humanitarian problem and instill a feeling of moral urgency.

The HRW is positioned as a dependable and trustworthy voice for the world community by using ethos appeals, which are less prominent than logos and pathos techniques in establishing the organization as an authoritative and respectable source on the situation in Gaza.

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