

Exploring the Aristotelian Rhetoric Strategies in some Speeches by Michelle Obama and Melania Trump

A Political Discourse Analysis

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Abstract

Persuading the audience is not an easy mission and therefore, cannot be successfully accomplished without exerting much effort in using the most influencing tools and techniques. In political speeches the way that the politician/ public figure speaks and the word choice he/she makes may deeply influence the audience to think and act according to his/her beliefs. This normally involves an argumentation process, where the construction of ideas is based on logical relations between what the speaker says and the persuasion tool he employs. Based on such persuasive approach and considering political discourse tools used to strengthen the positive impact of speakers' discourse on their audience and supporting their candidature, various techniques are used to accomplish such target. This paper uses the Aristotelian Rhetoric Appeals; ethos, pathos; logos to identify the dominant appeal employed in the American presidential campaign speeches of the two US first ladies, Michelle Obama, wife of the US presidency democratic candidate, 2008 and Melania Trump, wife of the US presidency republican candidate, 2016.

Key words: Rhetoric Strategies; Persuasion; Discourse Analysis

1. Introduction

Aristotle's Rhetoric Strategy generally concentrates on ethos and pathos, and logos. They are known to affect judgment. Aristotle refers to the effect of ethos and pathos and logos on an audience since a speaker needs to exhibit these modes of persuasion before that audience, and since they are the major components of persuasion rhetoric.

The art of rhetoric in ancient Greece can be described as a stream of consciousness that entails the relationship between thought and expression. As a student and later a teacher in Athens, Aristotle took an interest in the art of rhetoric. Early in his career, and under the influence of Plato, Aristotle was critical of rhetoric as practiced in his time. Avoiding the moralizing perceptions of Plato, Aristotle's approach to rhetoric was both pragmatic and scientific. Aristotle laid the basis for the study of rhetoric, and he defined it as the perception of the available means of persuasion. (Aristotle, & Freese, 1967)

Rhetoric concerns itself with the way language is employed to achieve persuasion. The aims of rhetorical analysis are the persuasive techniques a writer/orator uses to achieve his aim and the impact the use of rhetoric may have on an audience.

It is the art of persuasion, and the ability to recognize how people have been and can be persuaded. Improving communication is the foundation of what makes rhetoric right. Aristotle argues that man must understand human nature to communicate. Data analysis is conducted to examine and identify the main subjects/ themes presented in Michelle Obama and Melania Trump speeches and to identify the elements of Aristotelian rhetorical language utilized by both ladies and to what extent were they successful to employ the three Aristotelian rhetoric strategies (logos, ethos, and pathos) in convincing their audience in the two campaign speeches of the American presidential elections, 2008 and 2016. The analysis is based on themes presented by both ladies, therefore, following the central themes identified in the speeches, we can achieve sound results.

1.1 Hypothesis

If Michelle Obama's profession is a lawyer and she is highly educated, multi-experienced, and witty, then, it is assumed that she will be highly successful in persuading her audience of her husband Barack Obama as the future president of the United States. On the other hand, knowing that Melania was a fashion model, one can assume that the cultural differences are evident in her speech and that she would try to be as persuasive as her ancestor.

1.2 Rationale

This paper aims to investigate to what extent the two ladies were successful/less successful in better utilizing the Aristotelian Rhetoric Devices to appear as powerful as wished in addressing the American people in two major occasions over the history of the American Presidential elections.

1.3 Research Questions

1. Following the Aristotelian persuasion strategies, what are the persuasive strategies adopted by Michelle Obama and Melania Trump in their speeches?
2. What is the dominant rhetoric strategy in each lady's speech?
3. What are the ideologies reflected in the two ladies' speeches through their employment of the Aristotelian Rhetoric Appeals?

1.4 Limitation of the study

This paper is restricted to

1. **Sample Speech:** Michelle Obama's first speech before the Democratic National Convention (DNC), 2008
2. **Sample Speech:** Melania Trump is first speech before the Republican National Convention (RNC), 2016

2. Literature Review

In fact, linguistic study of political discourse has been particularly associated with Critical Discourse Analysis and this can be traced back to the end of the 1970s. The aim of the early works in critical linguistics was to identify the social meanings that were expressed through lexis and syntax and to consider the role that language plays in creating and reinforcing ideologies, (Fairclough 1995, van Dijk 1997, Wodak and Chilton 2005).

According to (Fairclough 1995, van Dijk 1997, Wodak and Chilton 2005), political discourse is a discourse of a politician and if we view it within the professional framework, it can be considered as an operational form of discourse. This means that only those discourses can be qualified as political which take place in such organizational situations where the speaker expresses his/her opinion as a politician (e.g. government sessions, election campaigns, political debates, ministerial councils, parliamentary discussions, summits ... etc.).

Van Dijk (1997) exposes his socio-cognitive approach to the analysis of political discourse in his work "What is political discourse analysis?". He argues that for the study of political discourse to be relevant, discourse structures must be connected to the properties of both social and political structures and the theory of political cognition. The purpose of this theory is to function as an interface between the personal and the social (socially shared political representations of groups).

In other words, meaning and forms of political discourse are related to political context not directly but through the intermediary of the participants' construction of this interactional and communicative context, that is based on their knowledge, social attitudes, and ideologies, and this exactly what Aristotle emphasized in his persuasion rhetoric strategy.

Also, political discourse has been an increasingly attracting interest of different scholars including linguists and discourse analysts, and it benefits now from its own specialized publications, such as the "Journal of Language and Politics", and the book series, "Discourse Approaches to Politics, Society and Culture", both edited by Ruth Wodak and Paul Chilton.

Chilton and Schaffner (2002) start on the premise that politics is largely language, and thus argue for the study of politics by linguists alongside political philosophers and political scientists. Indeed, with their fine-grained methods, discourse analysts bring a new dimension to the comprehension of old and new problems in politics. Politics is understood as a struggle for power but also as co-operation in order to resolve clashes. Both phenomena take place at the micro level (among individuals) and macro level (among governments and institutions). Individuals interact through discourse, and institutions produce types of discourse with specific characteristics. Because language is closely linked with culture, and culture is itself linked with the practice of politics, social interactions, and cultural context of the analyzed political discourse always need to be considered.

Also, there have been a great number of studies on political discourse analysis using the Aristotelian Rhetoric Strategy as a tool to define the dominant appeal and the influence of such an appeal on judging the speaker's mentality, personality, ideology and beliefs.

Hana Bellova's (2010) in the thesis "The Evolution of Means of Persuasion Discourse Analysis of Sample Inaugural Speeches of U.S. Presidents, 1833-1997" provides a discourse analysis of six inaugural speeches of U.S. presidents during the period. The aim of the paper is to find and analyze means of persuasion in the speeches and to determine whether and how they have been changed during this period. Bellova, applied the Aristotelian Rhetoric Argumentation Strategy and concluded that the analysis of all persuasive strategies was seriously hindered by the ambiguity of the utterances of the presidents themselves, and should be assumed somewhat biased based on the following findings. Firstly, it is difficult to determine where one persuasive strategy begins and another one ends. Speeches are analyzed on a discourse, lexical, grammatical, stylistic, and pragmatic level. The paper assumed that a political speech in 1833 was written differently from a speech in 1997. Various strategies, such as reference, presupposition, implication, and inference are employed by the speakers to achieve the ultimate goal of persuasion. The paper assumed that the appeal towards, God, conscience, morals, and ethics has been diminishing over time, being replaced with simpler, 'greater good' messages. Long, subordinate sentences have been replaced by short, coordinate grammar, and formal, poetic language has been substituted by friendly, politically safe talk. The analysis confirms the hypothesis and demonstrates that between the years 1833-1997 the lexical, grammatical, and stylistic complexity of the discourse has continuously decreased. The analysis also indicated that the use of religious expressions did not confirm the hypothesis, suggesting the probability of personal preference. The assumption of moral and ethical decline was also incorrect, as the study of means of persuasion confirmed the contrary.

Brahim Hiba's (2012) in his case study on: Language and Power in the Discourse of an Islamism Thinker, was concerned with critical analysis of the fundamentalist discourse of an Egyptian Islamism thinker; Dr. M. Emara, in a talk show broadcast from a religious TV channel. The study has attempted to achieve three objectives; the first, has been to test Fairclough's claim that language is not a mere means of communication, but rather a "social practice" which reflects social and political views of the person or institution using that language (Fairclough, 1989). The second objective was to examine the discursive and rhetorical strategies that Emara uses to talk about secularism in the Arab World. The third objective was to examine how power and ideology operate within the religious discourse in the talk show. Hiba combined many

critical approaches and models in analyzing Emara's fundamentalist discourse. He used Fairclough's model (1989) to examine the linguistic structures which reflect power and ideology, Van Dijk's (2001) cognitive model to examine how the language used in Emara's discourse is employed to manipulate the mental models of Muslims. Hiba also employed Derrida's (1976) deconstructive model to uncover the hidden paradoxes and fallacies – as he said- in Emara's fundamentalist talk. In his analysis also, Hiba applied Aristotle's three rhetoric argumentation strategies: logos, pathos and ethos. He concluded that Emara has violated the ethical use of these elements many times in his discourse; his discourse implicates a lot of violence, discrimination, domination, and exclusion. At the level of the logos, which is the means of persuasion by which a communicator constructs logical arguments to support their point of view, Hiba saw that: Emara has not always been objective; he has committed many logical fallacies. At the level of the ethos, which is the means of persuasion by which a communicator, argues that their competence, credibility, and good character should persuade others to accept their point of view, Hiba saw that Emara has not been honest enough in his discourse.

Soufien Jarraya's (2013) in the study: Persuasion in Political Discourse: Tunisian President Ben Ali's Last Speech as a Case Study demonstrates the richness of political discourse, the researcher used many tools and theories like; the Aristotelian appeals, ethos, logos, and pathos; Speech Act Theory, performatives, and Searle's Typology; Grice's four maxims. She reached a conclusion that: Aristotelian appeals are mostly intertwined with an emphasis on ethos in political discourse to create a trustworthy and credible image of the persuader. Therefore, linguistic persuasive strategies are not sufficient in themselves to persuade people, especially when there is tension. They must be accompanied by other non-linguistic tools, such as the charisma of the persuader and a good awareness of the socio-political context, by this socio-political context, we mean the ideology and the cultural background that we suppose that they deeply influence the word choice, the use of semantics, syntactic structure, and the speeches.

Hsiu-ching ko's (2015) in the study: Political Persuasion: Adopting Aristotelian Rhetoric in Public Policy Debate Strategies. The study explores the content of ethos, pathos, and logos in Taiwan's president Ma Ying-Jeou's political discourse on the cross-strait Economic Cooperation framework

Agreement (ECFA). The study contributes to the public policy debate in Taiwan and to the study of political rhetoric. It also provides an empirical and theoretical account of public debates on rhetorical strategies adopted by political leaders, particularly that of a president or a leader of a political party. But the analysis of the linguistic discourse, expressions, and symbols was not included in the study. It also did not include the political rhetoric of Ma's counterpart (Tsai) in order to make comparisons between his statements and those made by President Ma.

Ahmad Zirak Ghazani's (2016) in the study of Persuasive Strategies in Selected American Presidential Speeches dealt with the persuasive strategies in President Bush's and President Obama's selected speeches in the light of speech act theory. The study focused on language in society analyzing it from speech acts' perspectives in order to show how distinctive language usages enable us to investigate issues of social concern. The comparison of Obama's speeches with Bush's speeches revealed that Obama's discourses tend to be more inclusive. By applying the Aristotelian rhetoric strategies of persuasion, the deliberate syntactic choice of structures, maintenance of the intimacy and inclusiveness in President Obama's speech likely to give flow and contribute to logos and ethos appeal, while the use of pathos was likely to assume that narratives and use of inclusive pronouns raise shared impression of values. Bush adopted different narrations in order to vindicate his perspective for liberation and revival of human rights.

2.1 Highlights

A- Hana Bellova found some hinderances in applying the Aristotelian argumentation rhetoric strategy due to ambiguity in the presidents' speeches.

B- Brahim Hiba focused his research on one sole character and had no choices of comparison.

C- Soufien Jarraya found that the Aristotelian analysis is not sufficient to judge a person's personal or attitudinal traits, she also focused her research on one character only.

D- Hsiu- ching Ko, also confined his study to one character despite that the person he chose had a counterpart to compare with. Ko did not include the Aristotelian analysis he conducted in the study.

E- Ghazani was more concentrating on the speech act theory rather than the Aristotelian strategy.

Therefore, there seems to be a dire need for new studies to analyze the speeches delivered by more public and political figures over the recent period, especially, if those characters' speeches have greater influence not only on the people and policies of their countries, but on the whole world. These types of analysis can assist in reaching a better understanding of their policies within certain contexts. Therefore, the present study is intended to investigate how clearly Michelle Obama and Melania Trump's cultural- based ideologies are reflected on their speeches and how these ideologies have their impact on both ladies' employment of persuasive appeals.

3. Methodology

The principal framework of this study is the Aristotelian Rhetoric Strategy which is applied to various themes; almost, the mostly common themes addressed in the two major speeches of the two American first ladies during the American presidential campaign trail in 2008 and 2016.

Topics and themes will be explained in the light of the Aristotelian rhetoric devices: logos (logic and intellect), pathos (passion and tenderness), ethos (ego- centrality and self- rotating nature). These rhetoric devices are employed by the two ladies in different situations and they are to be analyzed to add to the results based on the two first ladies' ideologies.

3.1 Theoretical Framework

3.1.1 Persuasion

Persuasion (2020) is a powerful means for real change. It is mostly employed by politicians /public figures especially in free societies. In a free society, people much prefer being persuaded both to believe and to do things by will than simply being told what to believe in and what to do. The persuasive

purpose is used to persuade, the reader/ hearer that the opinion, claim, or information uttered by the writer or the speaker is correct and trustworthy or at least, valid. Some say that Persuasion is sometimes more powerful and influencing than argument (debate) because it is a one-way tool that means no counter opinions are presented to refute or to attack what is said at the same moment.

A focal issue is that Persuasion should be positive and should be used to help not hurt, because learning to effectively influence others by providing solid persuasive communication can lead to leadership positions. Using the Aristotelian rhetoric as a tool of analysis in PDA serves exploring the reasons behind both ladies' choices as it may reveal their meanings within a sociopolitical interaction. Analyzing the two ladies' speeches through Aristotle's rhetoric appeals can help understanding the relationship between language choices, ideology, and power. Showing the power of the words used, lexical choices. also reveals the hidden ideologies as manifested in the language used and hence the ideas conveyed to the reader or listener.

According to Aristotle, Rhetoric Persuasion has three basic types:

Ethos. It is linked with morality and ethics. It is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader.

Logos. It comes of logic; writers use logic, reasoning, and rationality to convince audiences of their perspectives. Therefore, it is a way of persuading audience by reason.

Pathos. It is the third method which invokes and appeals to the emotions of the audience. It is a way of convincing an audience of an argument by creating an emotional response.

3.2 Background

The role of the first lady is not only important for the President, but also for the people. The first lady is an extension of her husband's diplomacy and public personality.

3.2.1 Michelle Obama is a lawyer, writer, and the wife of 44th U.S. President Barack Obama. Prior to her role as first lady, she was a lawyer, Chicago city

administrator and community-outreach worker. Obama is a graduate of Princeton University and Harvard Law School. In her early legal career, she worked at the law firm Sidley Austin where she met Barack Obama. Then, she worked as the vice president for Community and External Affairs of the University of Chicago Medical Center.

She is only the fourth first lady (after Pat Nixon, Hillary Clinton and Laura Bush) to achieve a postgraduate degree, and back when she was a lawyer at the Chicago firm Sidley Austin it was, she who mentored Barack Obama, not the other way around.

As first lady, Obama served as a role model for women and worked as an advocate for poverty awareness, education, nutrition, physical activity, and healthy eating. She grew up on the South Side of Chicago, scraped and fought for everything that she earned, watching, and sometimes experiencing the debilitating effects of individual and institutional racism. That can cultivate a deep disappointment in any society, though Michelle Obama always managed to channel that into good works. Michelle's father, Fraser Robinson, was a city-pump operator, and a Democratic precinct captain. Her mother, Marian, was a secretary at Spiegel's but later stayed home to raise Michelle and her older brother, Craig.

3.2.2 Melania Trump is a Slovenian-born former actress, supermodel, socialite, jewelry designer and wife of the 45th US president Donald Trump.

As a high-school student, Melania lived in a high-rise apartment in Ljubljana. She attended the Secondary School of Design and Photography in Ljubljana and studied architecture and design at the University of Ljubljana for one year before she dropped out. Trump was born Melanija Knavs, Germanized to Melania Knauss on April 26, 1970, in Novo Mesto, Slovenia (then part of communist Yugoslavia). Her father was a car dealer, and her mother was a designer for children's clothing. She grew up in a modest home with her younger sister and later discovered she had an older half-brother, whom her father had from a previous relationship. In her early days of modeling, Trump worked in Milan and Paris, before moving to New York in 1996. There she gained steady work, working with well-known photographers like Patrick Demarchelier and Helmut Newton, and landing covers on magazines such as Harper's Bazaar (Bulgaria), Vanity Fair (Italy), GQ (for which she posed nude

in January 2000). Melania Trump grew up in Slovenia and went onto work as a fashion model, being signed to agencies in Milan and Paris. It was not until 1996 that Melania moved to New York to pursue her career. She met Donald in 1998 when he was divorcing his second wife Marla Maples and they became engaged in 2004. Melania launched her jewelry company Melania Timepieces in 2010 and also marketed a Melania Skin Care Collection, sold in high-end department stores.

When Donald Trump announced his intentions to make a 2016 presidential bid for the White House, Melania was pushed into the national spotlight along with her past modeling work, some of which was considered racy. It is only fate who turned her life from fashion and models to the doorstep of the white house. (Editors, 2021)

Considering all the above-mentioned educational, professional, social, behavioral, cultural and political backgrounds of the two first US ladies and the comments on their speeches, we can conclude with the real reasons behind the selection of these two speeches to analyze.

4. Analysis and Discussion

The aim of rhetorical analysis is to explore the persuasive techniques a writer/speaker uses to achieve his aim and to identify the impact that those rhetoric tools may have on an audience. In persuasive rhetoric, Aristotle identifies three appeals, namely, logos (logic), pathos (passion), and ethos (ego), which according to him constitute the art of rhetoric. Therefore, the art of persuasion means the ability to recognize how people have been and can be persuaded. Improving communication with others is the foundation of what makes rhetoric right. Aristotle argues that man must understand human nature to communicate. Using Aristotelian Rhetorical Strategies for persuasion, as an analytical framework to analyze political speeches has been defined to be convenient and has led to reliable results as previously illustrated in the literature review section.

Employment of Aristotelian Rhetoric Strategies in the Speeches of Michelle Obama and Melania Trump:

4.1 Anti-Racism

4.1.1 Pathos: Michelle Obama constructs for her Pathos appeal by deploying an anti-racist belief when she urged both people and children to show dignity and respect even to whom they don't know or don't agree with. Clearly expressing such meaning she says: **“Barack and I were raised with so many of the same values: that you work hard for what you want in life; that your word is your bond and you do what you say you're going to do; that you treat people with dignity and respect, even if you don't know them, and even if you don't agree with them. And Barack and I set out to build lives guided by these values and pass them on to the next generation”**.

4.1.2 Pathos: Stressing Barack Obama's anti-racism, Michelle Obama adopts the Aristotelian pathos appeal to gain her audience trust in what she is saying. Considering that America encompasses people of different origins, different colors, doctrines, beliefs and ideologies, Ms. Obama chooses to employ pathos strategy to attract and better unify this diversity while valuing it. **“You see, Barack doesn't care where you're from, or what your background is, or what party – if any – you belong to. That's not how he sees the world. He knows that thread that connects us – our belief in America's promise, our commitment to our children's future – is strong enough to hold us together as one nation even when we disagree”**. Illustrating her idea, Ms. Obama pushes her audience to be confident that Barack is the correct choice and the correct person who knows the secret and who has the ability and strength to have all people united.

4.1.3 Logos/Pathos: Appealing to Logos, Melania uses the present simple to state the facts she is convinced with. She demonstrates that: **“Donald intends to represent all the people, not just some of the people. That includes Christians and Jews and Muslims, it includes Hispanics and African-Americans and Asians, and the poor and the middle class”**. At the same time, she deploys emotional appeals to lessen people's fears of racism. She creates a sense of hope trying to eliminate her audience anxiety regarding the president's misuse of power by imposing his racist beliefs or dogmas.

4.2 Reasons for choosing her husband as a president of the USA, and faith in an extraordinary husband

4.2.1 Pathos: In her attempt to show her faith in her husband, Michelle Obama establishes her own Pathos by referring to her responsibility as the wife of the

expected president of the United States of America. She appears as if she swears that her husband holds the magical stick and by one touch, he can achieve miracles by his extraordinary abilities and she also appears as if she is admitting her responsibility for this being the wife of the president. Michelle described Barack Obama as an extraordinary president who might be capable of doing things that the other presidency candidate cannot. In fulfilling such aim, Michelle enthusiastically said: **“I come here as a wife who loves my husband and believes he will be an extraordinary president”**

4.2.2 Logos: Michelle Obama is stating certain conditions when she talks about the status quo conditions in America and in the whole world. Her words mean that all the Americans should admit the fact that the deteriorating conditions, they couldn't bear no longer and consequently, a hero must appear in the salvation scene and save America and the world from the horrible fate. The expected hero is Barack Obama because he is the person who teaches them how is their world should look like and what are the components of the life they should live. **“He talked about “The world as it is” and “The world as it should be.” And he said that all too often, we accept the distance between the two”,“But he reminded us that we know what our world should look like”**

4.2.3 Ethos: Melania clings to ethos appeal in judging Donald Trump. The situation is presented as if she swears that she herself has seen the extraordinary traits in Trump. She has seen his talent, his energy, tenacity and resourceful mind. She is cunningly dragging her audience to have faith and to trust her husband based on her own judgement and conviction. **“I have seen the talent, the energy, the tenacity, the resourceful mind and the simple goodness of heart that God gave Donald Trump”.**

4.2.4 Ethos: The frequency of employing ethos appeal reveals that Melania Trump usually builds her judgements on her personal impressions and beliefs. What is astonishing, that she expects her audience to have the same faith she has in Donald Trump. She admits the reasons behind her choice for him as life mate, but of course, these reasons might not be adequate to elect a president. **“He is tough when he has to be but he is also kind and fair and caring”.**

“That is one reason (I) fell in love with him.”

4.3 Fighting for the American dream and for the American people welfare

4.3.1 Pathos: Emotional appeal is adopted here by Michelle Obama to encourage people and fill them with enthusiasm to exert much more efforts and to willingly provide their utmost capabilities to change their life. She urged them to feel so powerful, so strong, and so robust to fulfill their dreams. To evoke people's emotions to fight for change and for the American dream, she told them: **“He urges us to believe in ourselves – to find the strength within ourselves to strive for the world as it should be. And isn't that the great American story?”**.

4.3.2 Pathos: Again, Michelle Obama is systematically evoking her audience emotions targeting to adjust their decision making. She attributes the fulfillment of the American dream to the efforts, sincere will and dedication of each and every citizen in the American community. Although they apparently have different professions, duties, or jobs, but they are all standing as one whole unity to build their country and help achieving its long live prosperity. **“People who work the day shift, kiss their kids goodnight, and head out for the night shift.....”“ The military families who say grace each night with an empty seat at the table”... “The young people across America serving our communities – teaching children, cleaning up neighborhoods....., “**

4.3.3 Pathos: Establishing for her pathos strategy, Melania Trump tries to attract her audience attention to the expected hero who will fiercely fight for his people and for his beloved country. Upon her personal responsibility, **“I have seen him fight for years”** ,she assures that Donald Trump is the most perfect choice made by the American people.

“If you want someone to fight for you and your country, I can assure you, he is the ‘guy’.” Since then, she delivers her message to the American people, as if she is asking them if they are interested in having a fighter president who is always ready to fight for them. The repetition of the verb (fight) assures her message influence and objective.

4.4 Determination to build great America and restore its historic glory

4.4.1 Logos: Here, Michelle Obama is stating facts and referring to logic when she reminds the American people with a real crisis, they faced one day in Chicago when steel plants shut down and jobs dried up. **“And he'd been**

invited back to speak to people from those neighborhoods about how to rebuild their community”. She said that her husband had been invited to talk to the workers of the closed plants and factories, this undoubtedly, means that he is a trust worthy person, people love him, consider him as their mentor or advisor, they feel safety and security when they speak to him and because all of this, people invited him to speak to them. In this situation also, Michelle emphasizes the great popularity that her husband, Obama enjoys among the American community.

4.4.2 Pathos: Again, Michelle Obama is emphasizing her pathos appeal and manages to engrave the assumed fact of the so called: (the great American story). She wanted to stimulate the Americans to strongly believe in the great American story and to faithfully fight for it. She also employs her wit and conveys her embedded message in the form of yes/no question in order to have unanimous direct committed answer. **“to find the strength within ourselves to strive for the world as it should be. And isn’t that the great American story?”**

4.4.3 Pathos: Persisting to continue spurring her audience and urging them to have a strong belief in the American dream. Michelle wants the Americans not only to be part of the dream, but also to be convinced that they are responsible for accomplishment. Therefore, it is not the task of one category of the society rather than the other, it is the dream of all: men, women, students, youths, players and worshipers in churches as well. **“It’s the story of men and women gathered in churches and union halls, in town squares and high school gyms – people who stood up and marched and risked everything they had – refusing to settle, determined to mold our future into the shape of our ideals”.**

4.5 The life that the Americans should live (American unpleasant past image and flourishing future image)

4.5.1 Logos: To appeal to logos, Michelle Obama holds a comparison between the past facts with its unpleasant image according to American people and the flourishing future she promises. She creates at the same time a hopeful future dream for them but, this in case they elect Barack Obama as a president. **“He talked about “The world as it is” and “The world as it should be.” And he said that all too often, we accept the distance between the two, and settle for**

the world as it is – even when it doesn't reflect our values and aspirations". Michelle tried, by logic, to persuade her audience that when they accept the circumstances they are living in, they lose their hopes, dreams, and aspirations. She secretly pushes them to refuse the status quo and to strive for better future.

4.5.2 Ethos: Ms. Obama establishes her ethos through drawing upon her sacrifice of things she loves and prefers to maximize benefits given to her country. The repetition of the singular, personal pronoun (I) and the possessive (my) and the reflexive (me); By all these, Obama stressed her efforts to serve her country and to show that her country's interests are much more important and focal than her personal ones. **"And in my own life, in my own small way, I've tried to give back to this country that has given me so much. That's why I left a job at a law firm for a career in public service, working to empower young people to volunteer in their communities. Because I believe that"**

As pertaining to future, Michelle Obama says that her husband is running to achieve the following:

- to end the war in Iraq responsibly
- to build an economy that lifts every family
- to make health care available for every American
- to make sure every child in this nation gets a world class education all the way from preschool to college.

That is what Barack Obama will do as president of the United States of America.

If we have a closer look to the achievements Barack Obama has accomplished or to the future plans and dreams he intends to fulfil, we find that Michelle Obama is employing two of the Aristotelian rhetoric strategies, namely, logos and pathos. When she talks about achievements, she employs logos appeal because she is stating facts and citing examples for what he has accomplished. She also demonstrates certain realities that all the American people know and admit as true, so, it is quite easy to gain their trust and support for the new president (setting up for job training- help people lift up their families- passing tax cuts to hard working families....etc.). While on the other hand, when she talks about his future aspirations, she is employing her emotional appeal as she

promises the American people to fulfil all what they have dreamt with (end war in Iraq- build economy to lift every family- make health care available for every American....etc.).

4.5.3 Pathos: To establish her image of commitment, Michelle Obama uses two deeply impressive nouns which are: belief and obligation, and one verb; fight. She also uses the plural personal pronoun “we”. This undoubtedly, adds to the message delivered to the audience as she tries to gain people’s support and commitment to face any troubles that may arise while fighting for the American great story. As a result of using such strong words, the audiences have the impression that the American dream deserves their commitment and sacrifice. Using the plural personal pronoun (we), she wanted to assure that she is part of the community and she is deeply involved in any nation related issues. She evokes people’s emotions when she makes them perceive her sincerity and honesty and willingness to fight for the dream with them. **“All of us driven by a simple belief we have an obligation to fight for the world as it should be”**. Obama also tries to stimulate the emotions of love and dedication by using the verb “love” in order to gain people’s sympathy and support for anything or any policy that carries hope and brings prosperity to their country. **“That is why I love this country.”**

4.6 Very proud to be American and Admits the focal role of the US first lady

4.6.1 Ethos: Michelle Obama establishes her ethos by claiming that she is one of the most influencing persons as a public figure to the extent that history should mention her. She confidently, talk as if she is a hero and that she has ancestors who had their own achievements and finger prints and she, as a successor, shall continue, by turn, the successes they have started, **“I stand here today at the crosscurrents of that history – knowing that my piece of the American dream is a blessing hard won by those who came before me”**.

4.6.2 Logos/Pathos: In this sentence, **“On July 28th, 2006, I was very proud to become a citizen of the United States – the greatest privilege on planet Earth”**, Melania is employing two rhetoric persuasion strategies which are: logos and pathos. She employs logos when she mentions the exact date in which she obtained the American nationality. Commemorating the exact date of any

event/occasion by any person means that this date specifically is engraved in his/her memory. Therefore, by stating such fact, she attempts to attract her audience's attention to her fidelity and loyalty to America. She also employs pathos element when she described the event of obtaining the American nationality by, **the greatest privilege on planet Earth**. Melania surprised her audience by the most beautiful image that can one imagine ever.

4.6.3 Pthos: Fulfilling her dream to become the new US first lady is now manipulating the whole situation. Now it is quite evident that Melania Trump is deeply inspired to get into the white house. It seems that her dream has turned into obsession. If (I).....(I) will do so and so. She presents her ethos appeal in a way that attracts her audience attention to the hidden desire in her words. **“If I am honored to serve as first lady, I will use that wonderful privilege to try to help people in our country who need it the most.**

Michelle Obama and Melania Trump's Utilization of Aristotelian Rhetoric in Various Themes and Issues (Table 1)

As shown in table 1, it provides information about Utilization of Aristotelian

Common Themes	Aristotelian Appeals	
	Michelle Obama	Melania Trump
Lust for change and the dire need for new policies	Pathos	pathos
Anti – racism	Pathos	Logo/ pathos
Reasons for choosing her husband as a president of the USA	Pathos	Ethos
Achievements made by the US potential president	Logos	Ethos
Faith in an extraordinary president	Pathos/ Logos	Ethos
Real commitment to transfer knowledge and ethics to the generations to come	Ethos	Ethos
Stressing husband’s patriotism, fidelity, and love to America	Pathos	Logo/ Ethos
Fighting for the American dream and for the American people welfare	Pathos	Pathos
Determination to build great America and restore its historic glory	Pathos/ Logos	Pathos
The life that the Americans should live (American unpleasant past image and flourishing future image)	Logos/ Pathos	Pathos
An invitation to work hard. Sacrifice and dedication for America’s interest	Ethos	Pathos
Only her husband can fulfil the American dream	Pathos	Pathos
Admitting her focal role being the US first lady	Ethos/ Pathos	Ethos
Very proud to be American	Pathos	Logos/ Pathos
A mother of all the American children and full accountability for their future	Pathos	Ethos
Feeling grateful to others	Logos/Pathos	Pathos

Rhetoric Persuasion Strategy by Michelle Obama and Melania Trump in 16 various topics and issues. These topics are extracted from two speeches, the first was Michelle Obama's speech during the American presidential campaign trail in 2008 at the Democratic National Convention, (DNC), while the second was Melania Trump's speech during the American presidential campaign trail in 2016 at the Republican National Convention, (RNC).

Table 2

Numeric Findings of the Utilization of the Two Ladies of Aristotelian Rhetoric Strategies:

Appeals	Michelle Obama	Melania Trump
Logos	4	3
Pathos	14	7
Ethos	3	10

Table 2 shows the numeric findings of the Aristotelian Rhetoric Appeals used by the two American first ladies; Michelle Obama and Melania Trump in their speeches during the American presidential campaigns at the Democratic National Convention 2008 and the Republican National Convention 2016. The findings indicate that, pathos appeal was the dominant appeal in Michelle Obama's speech while ethos appeal was the dominant appeal in Melania Trump's speech.

Figure 1

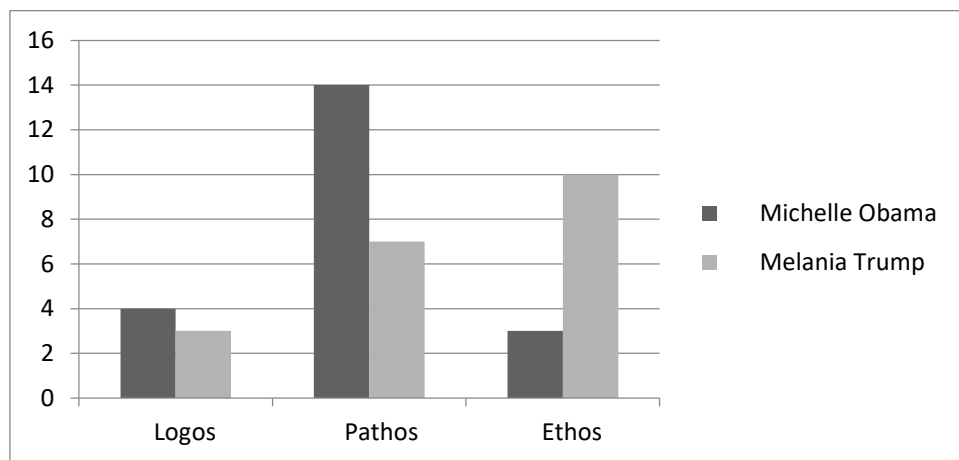


Figure 1 represents the numeric findings of the utilization of the Aristotelian Rhetoric Strategies by Michelle Obama and Melania Trump in their historic speeches at the Democratic National Convention (DNC), 2008 and the Republican National Convention (RNC), 2016

5. Conclusion

In political discourse the use of language may help constructing the personal, social, and political identity of a politician or a public figure. His/her personal nature, conditions of upbringing, family issues, past relationships, and all types of experiences, all of these do really weigh. This means that discourse is a form of social interaction that reflects real expression and reproduction of social knowledge and cognition.

This paper is conducted within the framework of the Aristotelian Rhetoric Strategies of Persuasion. This strategy's role is to define which of the three Aristotelian rhetoric appeals (logos/pathos/ethos) was the dominant one in both ladies' speeches, how they were employed in certain themes and what the significance of this usage is.

The Aristotelian Rhetoric Strategies of Persuasion analyses showed that pathos is the dominant appeal in Michelle Obama's speech while ethos is the dominant appeal in Melania's. Michelle Obama is shown to be an incredibly passionate and active first lady during Barack Obama's presidency. From traveling by herself to different international events, advocating on behalf of military families, helping women, people of color and standing up for those who could not, Michelle's public approval was incredibly high, and she was even voted the most-admired woman of 2018 after Melania Trump had her way to the White House two years before. Melania took some time to get used to the whole concept of a campaign trail in order to learn how she could reinforce the positive work of her husband as the future president. This pressed the button of Melania's cultural inadequacy.

Both Michelle Obama and Melania Trump used some similar topics but, with different emphasis, different expressions, different lexical choices, and different messages based on their different ideologies and cultural background.

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استكشاف استراتيجيات البلاغة الإقناعية لأرسطو في بعض خطب

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المستخلص

ان مهمة اقناع الجمهور ليست بالمهمة اليسيرة ولا يمكن تحقيقها دون بذل المزيد من الجهد وذلك باستخدام أدوات وأساليب أكثر تأثيراً، ذلك أنه في الخطب السياسية نجد أن اختيار المفردات التي يستخدمها السياسي/ الشخصية العامة قد يترك أثراً عميقاً في الجمهور المتلقي. هذا الأثر قد يدفعهم إلى التفكير أو التصرف وفقاً لمعتقداته وقناعاته. هذا الموقف يخلق حالة جدلية تتطلب وجود علاقات منطقية بين ما يقوله المتحدث وبين الأدوات التي يستخدمها أو يوظفها في إقناع جمهوره. ويعتبر الجدل الإقناعي أحد أهم أدوات الخطاب السياسي التي تستخدم لتعزيز الأثر الإيجابي لتحديث المتحدث وبناء عليه تتعدد أدوات وأساليب الإقناع في الخطب السياسية وفي السياسة بوجه عام. تستهدف هذه الورقة تحليل لغة الخطاب السياسي لبعض الخطب السياسية لكلا من السيدة الأولى/ ميشيل أوباما، زوجة باراك أوباما، مرشح الحزب الديمقراطي في انتخابات الرئاسة الأمريكية 2008 والسيدة الأولى/ ميلانيا ترامب، زوجة دونالد ترامب، مرشح الحزب الجمهوري في انتخابات الرئاسة الأمريكية 2016. ويتم التحليل عن طريق تطبيق نظرية (الاستراتيجيات البلاغية للإقناع) لأرسطو بمحاورها الثلاثة (الذات – العاطفة – المنطق) وذلك لبيان الاستراتيجيات الأكثر استخداماً من كلتا السيدتين في خطابين من أهم الخطب السياسية في تاريخ انتخابات الرئاسة الأمريكية في العصر الحديث حيث يسهم التعرف على تلك الاستراتيجيات في تحديد الملامح الرئيسية في شخصية وأفكار وتوجهات وقناعات كلتا السيدتين، كما يسهم هذا التحليل أيضاً في بيان مدى تأثير الخلفية الثقافية وظروف النشأة على الخطاب السياسي لكليهما

الكلمات الدالة: استراتيجيات البلاغة الإقناعية لأرسطو – تحليل الخطاب السياسي