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A Pragmatic Analysis of Persuasive Arguments in the 2011–2020 US Presidential Campaign Speeches

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ABSTRACT

This paper aims to pragmatically analyze argumentation and persuasion techniques in a number of speeches delivered during the US presidential campaign between 2011 to 2020. The political system in the United States provides a context for shaping public opinion, and politicians must use language consciously in order to manipulate the voters and gain the necessary results. The objective of the current paper is to examine argumentation and persuasion in light of the semantic-pragmatic approach and understand the manner in which they are encompassed in political dialogue. The Eclectic Model, a quantitative approach used for the measurement of language related to elections and used to analyze political speeches – was used to conduct the analysis. Speech samples were derived from speeches, debates, and other campaign-related documents that were retrieved from publicly accessible media or online search engines between 2011 to 2020. The findings show that question deviation strongly correlates with word choice variation and that the reaction to it has emotional characteristics like laughter, applause, and crosstalk. Moreover, the research revealed that more powerful people participated more often and elicited affect-laden responses. The present findings may prove useful to scholars who focus on political language; hence, the research may be useful in understanding language manipulation in political situations.

Keywords: Pragmatic Analysis; Eclectic Model; Quantitative Research

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1. Introduction

The following paper demonstrates the importance of language in forming the political speeches and accomplishing goals in the sphere of politics. It is not only a way of passing messages, but also the most efficient way of further influencing the thoughts of the people and making them act as those in authority wish them to act. Language in political campaigns is crucial for creating stories and mobilizing the electorate primarily, although not exclusively, in the United States^[1]. In speaking and writing, politicians use appeals and strategies in the framework of the management of voters' opinions and decisions. Grammar, structure, and design are features of every language for definite communicative functions. These are semiotics or linguistics, which deals with meaning, and pragmatics, which deals with the uses of language. From a semantic perspective, political persuasion involves the use of language in the process of persuasion, while for the pragmatic view, political persuasion involves what a message is said^[2]. Election addresses and other campaign resources are formatted not only to convey information but to persuade, with words that are intended to lead listeners or readers to a specific endpoint.

From antiquity, Aristotle and Longinus, discussed the 'rhetoric' of argument; in the contemporary framework, and broadened the study of argumentation to include semantic and pragmatic features. Semantics is a subdiscipline that is concerned with meaning in language, while pragmatics is the manner by which context constrains meaning. These elements interdepend and function within suggestions in political discussions to construct reasoned propositions that appeal to the electorate in a process that imputes speech acts^[3]. The conative features in political manifestos and campaign speeches include promissory speech acts such as commitments (commissions). These acts are often marked by specific linguistic features, such as the use of words like "therefore" and "thus," which signal logical connections and reinforce arguments^[4]. This is why such speech acts' fluency can play a massive role in political communication success. Analyzing specific political speeches from US political campaigns, this paper aims to reveal the significance of using language to express the ambitions and commitments of political parties. The research question explores the relationship between the use of persuasive language by political candidates and its impact on audience engagement and polit-

ical outcomes, focusing on the specific mechanisms through which these strategies affect public sentiment and approval.

1.1. Research Statement

The paper focuses on the pragmatic effects of commissive speech acts and how they manipulate the electorate through the incorporation of rhetoric into political speech. Through such features, this research will demonstrate how language helps to reach political objectives and form people's perceptions.

1.2. Research Question

How do rhetorical strategies, such as emotional language, logical appeals, and ethical arguments, influence voter behavior and approval ratings between 2011 to 2020 U.S. Presidential campaign speeches?

2. Literature Review

2.1. Political Discourse Analysis

Political discourse analysis (PDA) is defined as the manner and words that politicians and all players in the political system use in communicating with the public. Elected or appointed within the political systems, politicians are primarily responsible for formulating policies and the discourse. However, if political discourse is understood solely by its authors – politicians, one has to admit that the existence of political communication is much richer. Recent scholarship advances that extension to a more extensive group of interlocutors, such as voters, activists, media, and interest groups, all considered to be operating within the political discourse^[5]. However, despite distinguishing between political and other kinds of professional discourses, medical, legal, or educational, the interactional focus of discursive analysis resists such a reduction, arguing that political discourse is not merely about politicians^[6]. As has been previously explained, medical discourse consists of both doctors and patients, while legal discourse involves both lawyers and suspects; therefore, political discourse cannot exclude active and passive participants such as citizens, voters, media speculators, and active groups such as protestors^[7]. These groups are not only on the receiving end of political messages but

are also significant in contributing to the messages or political agenda these lists present by engaging in discursive acts on political talk shows, on social media platforms, and participating in grassroots activities.

Shifts that brought political discourse analysis beyond the elite demonstrate the growing involvement of a wider polity in political processes. Today's political communication is much richer than sending messages from politicians to ordinary people. It succeeds in covering politicians, media, and the public in real time, and social media creates more opportunities for discussion, protest, debate, and dialogue^[7]. For example, social networks have provided a new format for political messaging, demonstrating high communication speed and openness of new political activism territories^[8]. Focusing on the difference between political professionals and other political actors shows how active political engagement increasingly involves various groups of people who interact in various forms in the modern political process^[9]. In this age, most protestors, activists, and citizens engage in announcement and policy formulation in protests or through social movements and advocacy. These decentralized structures of political participation, therefore, further the idea of politics embracing diverse other venues of communication.

This is true in light of changing political communication technologies and platforms, especially when it comes to the application of political discourse analysis PDA in the campaign speeches of the 2020 US Presidential elections. While there have been structured speeches and formal media as the common and classical media political communication, new studies reveal that social media political communication has become the new way. People elected officials, including those who participated in the 2020 election, used social media apps such as Twitter, Facebook, and Instagram for communication and real-time engagement and influencing through message echoing^[10]. Both types enabled a mix of official and popular-demonstrational discourse, opened more opportunities for the direct interaction between the politicians and the voter, and offered a platform for the ground-up mobilization, which often problematized the vertical model of political messaging^[11]. A closer examination demonstrates how and in what ways these platforms have reconfigured power relations within the debates. As for the 2020 campaign, the grassroots content, memes, and viral political storylines that endorsed and challenged the official campaign messages

grew significantly. Such dynamics expanded the concern of political discourse analysis beyond the candidates' speeches to the discursive activities of influencers, activists, and ordinary voters involved in the construction of the election discourses^[11]. Therefore, PDA has to look at the ways algorithmic social bots and virality mediate the messaging space today and form part of a new layer in the evaluation of rhetorical tactics.

Also, disinformation and the tactical intention used for employing the form of false or misleading statements also fall under the category of research in political discourse. In the case of the 2020 US Presidential Election, candidates themselves, alongside their political party, as well as social actors outside the campaign, used misinformation to influence voters. In this context, discourse analysis has to explain how such messages emerge, how they are being spread, how various groups of people perceive them, and how they influence democracy^[12]. Fact-checking and its employment of counter-frames emerged as a salient feature of political communication and a noise factor in political analysis. One has to also mention the growing importance of identity politics as a part of discussions on PDA with respect to electoral campaigns. The voices focusing on race, gender, and economic status, born out of the 2020 election, were significantly more amplified than earlier. The sources and the electorate also relied on identity as a framing strategy to argue for different agendas through experiences of given Social Identity groups as targeting certain voting constituents^[13]. This rhetoric was not limited to speeches but manifested in contexts of speaking, debating, town halling, as well as brochuring and meming, and storying as components of the political narrative. Hence, the new LDAs have to include strategies of contemporary political communication together with the textual and rhetorical activities of politicians and media leaders of the present age^[11]. The extension of the focus on different actors and mediums in political communication gives a better view of how political messages are created, disseminated, and negotiated in modern election campaigns.

2.2. Pragmatics and Reality

The discourse goes beyond a systematic construction of the narratives; it is a given form and appearance oriented across the contexts in which it is required to proclaim its existence against outcompeting interpretations. Social con-

structionist theory might, therefore, suggest that discourse is the only way reality is produced. In its place, it serves as a social activity to be performed cooperatively, requiring a second hermeneutic to decipher appropriately^[11]. According to this framework, the subject is not only present in social relations but is defined by societal apprehension, which in turn is constituted through subject apprehension. Such a recursive structure mirrors that discourse is not something that follows a straight line; it is an efficiency of materiality that stands for domination. These two forms of articulation entail two related notions: that people elucidate society and that the social domain is instrumental in forming people. This vision enables us to address discourse as an unanchored and crucial analytic concept, which unveils an ideology that appears as a medium and an enunciation, and a materiality and an expression^[14]. Ideological constructs are a vital commodity in the constitution of collective identity within society by way of relations of cooperation and domination and war and struggle^[15]. There are positions in the discourse which can be passive, optimistic, or critical. It can also be seen as an outlet of a propagandistic nature or as a source of high principles and values. Kabirun^[16] proposed that discourse can be investigated in terms of appearance and in terms of the social future existing in them; this way, discourse can be incessantly analyzed. However, doubt in its construction is still appropriate because the material that is sent to the reader is often far from the truth.

Discourse is not only a construction but also a part of existing power in society. Foucault has stated that power and knowledge are intertwined. This construction of the truth sometimes has to operate within strictures of power relations and is partial in its encoding of the facts and the stories. Discourse reflects whose reality is being constructed discursively and can be understood alternately as providing possibilities for resistance and domination. Furthermore, between the practice of discourse and actual existence, the concept of performativity, which is attributed to Kabirun^[16], is used here. In Butler's theory of performativity, accounts are not just indicative but productive; they produce the subjects and realities they refer to. Even as rhetoric defines and explains politics and politicians, political rhetoric contributes to the ongoing political process by defining and campaigning, directing voter perception and interaction, and even constructing policy. This socially performative character of

language spoken by Neville-Shepard^[17] represents that reality is not a given but is constituted or performed repetitively through acts of discourse, for which political language is not marginal but pivotal.

Social media, for example, has the ability to spread new Frames within a short span of time faster than the dominant media forms. This was demonstrated during the 2020 United States presidential campaigns, where tweets and posts on social media played a major part in addition to the mainstream media. These discursive acts produced multiple realities, which led to the pluralization and fragmentation of popular understanding of political events^[18]. At the same time, the connection between discourse and reality is also tortuous by the use of fake news and the creation of a parallel false reality in the context of various processes and political or ideological purposes. According to Mialkovska et al.^[19], the successful application of such tactics contributes to the formation of discursive contexts in which fact and falsehood are no longer distinguishable and thus destabilize the epistemological ground of Reality. In this context, discourse no longer performs the function of the 'reflection' of the world and becomes a battle for the site of the 'real.' The consequence of these dynamics is that discourse is a force capable of orienting the public consciousness, Acts, and fashions social policy^[20]. At the same time, it also carries the risk that the latter may become subversive, while the subordinated discourses may puzzle the hegemonic interpretations and state out 'other' realities. In this sense, discourse operates as a double-edged sword: It also preserves hegemonic forms and, at the same time, opens possibilities for change.

2.3. Forms of Discourse

The literature identifies three primary frameworks for examining discourse through an ideological lens: PDA, MDA, and CDA. According to Merrita^[21], Critical Discourse Analysis scrutinizes the dynamic interaction of the different layers of discourse, power, oppression, and social justice. Its main task is to explore the interaction between context and discourse and the effect of these interactions on the formation of reality. According to Barberá González and Lohan^[22], CDA is interested in the relationship between text and context and aims to understand what is behind text in social relationships. While CDA originated in the 1970s, its first citations can be identified in the work of Palet^[23], where utterance

analysis was used to explain the problems of language limitation. During the class presentation, Harris focused on the relationship between language and manners, which, to this day, is a problem in the field of discourse analysis, as pointed out by Suparto et al.^[24]. Other research works and analysis have included language as an object of emphasis, such as by Wajdi and Asrumi^[25], and aspects of sociolinguistics, as stated by Riman^[26].

That way, CDA has been shaped through various methodologies due to the fact that it is indexed in linguistics and semiotics, although it has been adopted by social sciences as an important tool of analysis. It enables systematic analysis of the connections that pertain to the linear sequences of language and semantics, discourse strategies, and the signifying markers of power relations^[26]. For this reason, Handoko^[22] notes that power relations can be realized in discourse and that discourse is an effect of power in societies. On the other hand, restricted by certain limitations, Mediated Discourse Analysis (MDA) proposed by Handoko^[22] considers the connection of individuals and discourse as circular rather than more reasonable. Discourse mirrors societal perceptions that are responsible for influencing individual perspectives while giving prominence to the way that collective experiences influence discourse^[27]. Discourse- action within specific contexts, histories, and communities are given priority at MDA in relation to the actions produced by discourses.

Political Discourse Analysis (PDA) stands for claiming that the discursive is always a pre-sociopolitical element that shapes meanings through mechanisms of inclusion/exclusion. The contingency of PDA means that the people construct the society at the same time as the society constructs the people^[7]. This comprehension of the ideology–power connection within discourse accords with current political science observations, especially in the context of the post-structuralist approach. Using an ideological approach to reasoning about discourse exposes the everyday contestation of ideologies, hegemonies, and power in the construction of the social world^[22, 28]. Thus, it is not only politics that this construction of discourse helps in production but also politics as power relations.

2.4. Persuasion and Pragmatic Analysis

Research in the past years has concerned the language features of argumentative and persuasive discourses in different contexts, more specifically, the use of language that persuades. These investigations examine the elements of persuasive talk and how, when engaging in conversation, the planned messages are shaped by social and environmental contexts^[25]. The outside field of qualitative discourse analysis has recently been enriched by corpus-based approaches, uncovering multiple lexico-grammatical means used to achieve various persuasion-related tasks in various settings^[5]. Molek-Kozakowska^[29] also notes that analyzing persuasion requires identifying linguistic features of evaluation known as appraisal, stance, modality, and voice^[30]. Evaluative language serves three key functions that are aligned with Hesselink^[31] functional approaches: Idealization of speech, conveying the speaker's attitudes to the world and interpersonal relationships, and constructing discourse. The usefulness of evaluation as the means of persuasion can be discussed in connection with the ability of this criterion to reveal power relations, ideologies, and categorization of actors Al Hawamdeh and Qudah^[32]. A stronger effect is easily obtained through the employment of trope, which helps embed the persuasiveness deeper still.

This aspect has been researched in the discourse analysis as metadiscourse resources. According to Chinayos and Rakpa^[33], it is crucial to show how specific TCs contribute to achieving the persuasive goals of a text. Ethos, logos, and pathos are the classical strategies of persuasion, but Alserhan^[34] associates them with metadiscourse to show how authors operate in these planes. Much research has been done on metadiscourse as a persuasive tactic in various contexts: in academic writing and speaking^[35], in religious speeches and texts and in political speeches and policies.

2.5. The Concept of Argumentation

Argumentation plays a crucial role in fostering a healthy society through three primary functions: proper choosing of the topic for the discussion, stages of perception differentiation by means of the arguments' discussion, and the giving of references to the standpoint, giving the opportunity to defend different perspectives which form the rational decision making. Argumentation is the critical platform in

the formation of society. It arises in the course of making decisions since people exchange reasons for arriving at suitable decisions from among the available options^[34]. Small choices, whether to eat out or to order online, to buy one laptop rather than the other, or to vote for a specific political party, are made because of this exchange of reasons.

Even so, there is nothing as formal and as informal since the levels of formality in an argument depend on the situation at hand. For instance, casual conversations are almost invariably less formal than conversations between individuals in a work setting or in a business sphere, and legal proceedings are always strictly formal. Hesselink^[31] often categorizes argumentation into two main types: Even on the simplistic level of communicating arguments, there are two modes – the general and the specialized or technical. Ethotic argumentation does not need substantive knowledge; however, it must have a concordance with general opinion standards for truth and rationality, as per Molek-Kozakowska^[29]. It has a very significant relationship with socially desirable behaviors. For example, stating that one has defrauded you is when the principle of equity, which is respected in a civilization, is applied^[25]. The general argumentation that can be observed in advertisements and election campaigns is thereby considered more or less non-formal, as the purpose of such argumentations is to persuade an anonymous audience.

On the other hand, there is specialized argumentation, which can only be conducted by people with knowledge of the regulations of the particular sphere of the activity in the course of which arguments can be used. For example, legal practices in a court necessitate that the lawyers involved have a certain knowledge of the law and understand the rules of conduct; the judges, on the other hand, apply these rules. Substantial argumentation can be found in arbitration mediation and some business contexts^[36]. Richard Rieke and Malcolm Sellers define argumentation in their textbook *Argumentation and Critical Decision-Making* as “the process of advancing, supporting, modifying, and criticizing claims to enable appropriate decision-makers to either grant or deny adherence.” The term “claims” is central to this definition^[32]. A claim, or proposition, is information put forward as a statement that should be believed. Argumentation is by nature interactive and presupposes an audience, that is, people who can be convinced and may accept or reject the given claim or argument.

This way, argumentation is an essential part of communication, goal-oriented interpersonal interactions, and career-formation process, consisting of the kinds of conversation, mathematical, scientific, hermeneutic, legal, and political. Conversational argumentation refers to those arguments that people meet in day-to-day conversations, which involve using both spoken and body language^[37]. It remains useful in varying settings, including social, economic, medical, structural, and political contexts, as it encourages the sharing of ideas and viewpoints^[38]. However, mathematical argumentation is more conventional and concerns itself more with logic^[39]. It permits only logically logical statements to reason with and to come to conclusions with full regard to conventions to come to those conclusions. Scientific argumentation, however, is based on growth in knowledge that is rational and empirical in nature^[36]. It wholly depends on certain scientific principles and employs rhetoric to communicate throughout in the most efficient means.

Interpretive argumentation is most common in humanities arts and literature, mainly through dialogue and Discord, which are used to pass the message as intended by the author. This type of reasoning is normally associated with hermeneutical research in different disciplines, including religious and scientific, social and natural^[17]. Legal rhetoric is a formalized assertion of propositions in the court and involves reasoning to support or sustain the positions of the various parties to a legal matter^[40]. It emphasizes the key role of the legal concepts’ rationality to control the claims and people’s rights and freedoms during the legal assistance provision. Political argumentation is a resource politicians employ to ensure that their messages are comprehensively disseminated fully. It involves deliberately developed language embedded with the aim of motivating, persuading, and ultimately convincing the population and wish as political discourse^[41]. Altogether, the specified kinds of argumentation evidence the essence and significance of argumentation in people’s communication and how people utilize it to gain knowledge, reason, and make decisions in different areas.

2.6. The Concept, Types, and Functions of Persuasion

Persuasion is a common tool for ensuring that significant change occurs in a society fond of freedom. It is favored over direct instruction because people will be inclined to ac-

cept the imposed beliefs and actions if they make them feel as if they are being persuaded. The history of persuasion can be traced back to prehistoric philosophers, including Aristotle, Plato, and Socrates^[36]. Of these, Aristotle is rather exceptional for conducting precise observations of the physical world and being credited with founding two branches of modern scientific inquiry: biology and rhetoric.

Persuasive speech can be categorized into three primary types: Ethos, pathos, and logos, including the arguments identified by Molek-Kozakowska^[29]. Pathos refers to the emotions of the listener; logos looks at the content of the understanding, competence, and general criteria that speak to the credibility of the speaker. In as much as there's the aesthetic value in moving from one image to the other in a video or clarifying an argument in a speech, there's equally the ethical value, which depends on the integrity of the speaker^[30]. In contrast, pathos is supposed to give birth to an army of emotions within the audience members. Arguing emphatically, whether in stories or appeals, this method builds a healthy bond between producer and consumer and prompts the latter into action emotionally.

Since Logos employs tools of Reasoned Statement and Entropy Strategy & Tactics, it subconsciously sways the target group of consumers. In this case, convincing techniques include facts and figures, arguments and data, and rationality^[23, 24]. For instance, consider the health benefits of consuming apples: "An organic red apple is juicy and sweet; the first bite gives you a crunchy feeling, and it has some health benefits like defeating heart disease^[32]." This statement, also called pathos, appeals to people's emotions, telling them why apples are good for health; it is also called Ethos and contains Logos as it contains information about apples.

A good daily-life example of all three strategies of persuasion is apples. The statement "About 3,400 diabetic people perish every day." Eating apples may save you" calls for emotions of empathy, making the audience realize that they must avoid what leads to diabetes^[34]. Also, when a doctor says, 'consumption of apples has fiber, flavonoids, and antioxidants which reduces the chances of diseases like cancer, high blood pressure, and cardiovascular diseases,' this is an appeal to ethos because a doctor will be considered to be authoritative^[40]. Due to this multiple use of persuasion, it becomes a very important tool in communication and

insight on how essential it is in the process.

2.7. Argumentation and Persuasion as a Branch of Pragmatics

Cooperation is tightly linked with the application of language as a medium of communication in its most basic form. As political and social tool.org, language encourages politicians to persuade the public to make the right decision and shake their ethics. In political situations, it has a significant function in assemblies and communities because speakers presume the ability to alter feelings and interests related to politics or political affairs by getting feedback through planned messages that promote free choice^[41]. This type of persuasion belongs to a category of a speech act, if spoken language is involved. Some earlier work on speech acts looked at categories like compliments, complaints, greetings, and others, yet there is inadequate emphasis on verbal persuasion^[23]. Academicians have only started to stress its role in political communication as a variety of semantic and pragmatic meanings that follow the strict context-sensitive and context-free.

Due to this, it is important to discuss the difference between semantics and pragmatics in the analysis of the nature of argumentation. Semantics deals with meaning and the relationship between them, with meaning as a network of relationships^[42]. Disorders in all the above categories may be due to semantic differences that may cause controversy in verbal communication^[16]. Thus, in principles of pragmatic argumentation, the context of communication is the basis of the understanding that different contexts within which people communicate affect the manner in which they convey their opinions.

Nevertheless, argumentation, though qualitatively essential in language use, has not been properly considered in linguistic analysis, especially concerning speech acts. Different linguistic theories propose varying perspectives on argumentation: Some regard it as a theory of speech, while others either see it as a type of speech act or a theory of reasoning^[38]. Conventionally, it has been held that some forms of language, for example, the declarative mood – are related to certain types of speech acts. Recent growth in linguistics has introduced new resources in the fields of semantics as well as pragmatics arguments^[43]. The effective approach in corpus development has been realized as the most signifi-

cant development, which has resulted in both pragmatic and semantic investigations.

2.8. Argumentation and Persuasion within Political Discourse

Another important principle here is that in the political debate, the needs of the addressee should not be met through ad hoc. Rather, the speaker should offer more extensive reasons and arguments. For instance, after Donald Trump ordered the travel ban targeting Muslims and Egyptians, he aroused the interest of liberal critics of his policy, who deemed it inconsiderate^[44]. In these debates, the example of Anne Frank has also been used as a historical experience to support arguments about contemporary problems with immigrants.

It is a common practice in liberal literature to speak about the despair of Syrians in immigrant states; the promises of safety in a country in vain are forced out. Matt Feinberg and Rob Willer noted that these appeals work well with audiences because the feelings that are attached to them are considered key to the American dream^[39]. This is why today's immigrants and refugees chose to come to America; what their forefathers wanted was to live the American dream^[40]. This kind of rhetoric is fantasy, patriotic, and humanistic in spirit, standing in stark opposition to conservatism, which offers proscriptive social morality and a way of life.

On the other hand, conservatism is opposed to much money spent to boost military capacities, stating that the money should instead be invested in increasing the welfare of poor people. For the speakers to be able to sway stakeholders, they have to show how they think via appeal to reason and ethos because the audience normally supports biases^[41]. This collective sentiment can only breed hatred toward anybody whose opinion differs from the others. An example of this would be self-proclaimed 'heartless' Dick Cheney, who used a mechanical heart, indicating that he personally does not care about people dying from political decisions he makes.

3. Research Methodology

3.1. Data Collection

Considering the analysis of debate transcripts, the study chose twenty debates of the Republican Party's presidential

elections in 2011–2012. The corpus ranged between 35-45 hours of dialogue, and, as their estimated 20,000 words each, the candidates provided ample data for analysis^[45]. Other variables external to discourse analysis were media coverage and quantitative data on public sentiment. To provide context to these debates, the relevant articles and tweets extracted from media were collected from the key times around the debate. These sources offered an understanding of the stories circulating in public domain at the time, extending the amount of political discourse comprehension. Further, only speeches from Democratic candidates were also analyzed so as to make comparisons of the strategies employed by the two parties of the same election year possible. More so, the viewers' response data, like the poll data collected from the live speeches and the focus group data, were also included in the variables, which helped to measure the instantaneous influence of the speeches of the candidates. These sources offered measurable input on how persuasive or polarizing specific arguments were, adding an additional layer to the computation of political discourse impact.

3.1.1. Quantitative Analysis

The quantitative analysis employed a set of particular measures developed to provide valuable information concerning the texts under discussion. This approach was useful in keeping count of the number of occasions specific words and phrases touched on central political issues like 'immigration,' 'healthcare,' or 'the economy' in the selected essays and debates^[37]. Second, using specialized software, the authors also performed an emotional within-text analysis that distinguishes positive or negative statements. Such an approach led to better comprehension of the emotional preconditions of the political rhetoric^[46]. In addition, context-based argument mapping, which focuses on argument connections, was done to assess the organization of the discussions by looking at premises and conclusions.

The quantitative approach of the word count was further enhanced by the use of other analytical tools, such as word collocation, since the latter examines the frequency at which two words occur close to each other. This analysis was helpful in pinpointing the ways in which candidates used specific terms (economic recovery, border security) together so as to enhance specific rhetorical directions^[47]. In the present case, it was possible to use collocation analysis to identify the language patterns that have been employed with negative

or positive stimuli for voter information processing. Moreover, sentiment intensity was used to establish how strong the audience's emotional persuasion was in the debates^[34]. Through NLP methods, the level of positive and negative sentiments of the candidates were computed to get an understanding of the variation in the intensity of their positive or negative tones based on the topics discussed or the audience considered^[19]. The purpose of this analysis was to discover whether inflammatory language led to increased approval ratings from the audience or changes in the polling data.

3.1.2. Statistical Methods

Importantly, due to an attempt to increase the interpretative richness of the findings, a variety of statistical techniques was used. Frequency analysis of the themes and sentiments was analyzed using descriptive statistics in this study to have a general outlook of the data. Descriptive statistics, more specifically tests of chi-square, were applied to determine whether there is a possibility of a relationship between particular types of arguments and speakers' political preferences^[26]. Furthermore, regression analysis was used to analyze factors to determine the relationship between the levels of emotional appeals, the various approval ratings, and public sentiment.

Besides descriptive statistics and regression analysis, other multivariate techniques were included in the study to see the net effect of more than one independent variable, like the user's demographic characteristics, political party, and the kind of rhetoric used all at once on the audience's reaction^[18]. This approach made it easier to identify multifactorial patterns for understanding voter behavior and approval ratings. Studies using factor analysis were used to summarize the data and extract basic latent roots that define the candidate persuasion tactics. For example, Chinayos and Rakpa^[33] identified hidden structures of emotional appeals, logos, pathos, and ethos, categorizing them into higher-order strategies. These latent variables were also employed in other analyses to check their validity on audience response and approval rating.

3.2. Data Analysis Procedures

A sound approach to data collection and analysis was taken to enhance the validity and reliability of the study. Source search was initially conducted through a literature

search to integrate available essays and articles based on well-defined criteria for relevance and reliability. The collected data were then sorted into structured databases, making analysis easy^[48]. Quantitative analysis was done using statistical software such as **SPSS** or **R** to make use of the metrics presented herein to engage in extensive analysis. To ensure that findings and interpretations were well grounded, triangulation was used to compare results with the existing theories^[49]. Peer review was also sought to independently scrutinize the analytical framework and conclusions reached in the study, adding credibility to the study.

As an additional type of factor analysis, cluster analysis was also carried out to classify the candidates according to the rhetorical techniques and audience appeal. This method allowed for distinguishing groups of candidates who used similar persuasion tactics and potentially investigated the question of whether some of the rhetoric strategies would be more effective for a specific voter constituency or region^[50]. The study of candidates' patterns based on whether they used more logical or emotional arguments for voters to make decisions suggested possible strategic groupings identified by the analysis^[34]. Moreover, an affective computing method called sentiment analysis was used to know the emotional status of speeches throughout the time to analyze the shift in the strategy of speakers throughout the temporal changes of polls, opinions, and media coverage during the campaign^[40]. These advanced statistical methods extended the insights into the interaction between the observed rhetorical patterns and the audience response.

3.3. The Eclectic Model

The eclectic Model is used by the researcher as the guide to this study. Since objectives involve procedures for teaching a second language to learners, this approach amalgamates a variety of techniques that will enable the teacher to come up with the appropriate framework when certain learning outcomes are desired in the instructions^[49]. The Eclectic Model incorporates strategies for teaching each of the four skills while encouraging individual and varied practice so as to yield an action plan that comprehensively addresses language acquisition^[51]. Because of these benefits, it is suitable for solving the complex needs of students and improving their total language usage.

The eclectic model also enables the delivery of individ-

ual, differentiated instruction by making educators adjust the instructional methods to cater to the needs of the learners' competency and learning preferences. This is helpful for students of different learning styles and helps combine many approaches, such as task-based approach, communicative approach, and grammar-translation approach, for it to be more effective in the classroom in terms of gaining and maintaining learners' attention^[52]. This can be useful in targeting particular issues associated with second language acquisition, including the difficulties inherent with comprehending and using equally complex grammatical patterns or improving conversation flow while at the same avoiding a strictly behaviouristic framework^[49]. Third, the model is proved to be capable of constant feedback and elaborative processes, which make the instruction change in accordance with the student's advancement and improve their universal linguistic proficiency.

4. Data Analysis and Results

The textually gathered data will be analyzed with the help of text analysis tools and will follow the guidelines of the eclectic model for chosen texts. This strategy also enables an understanding of persuasive writings on the basis of realizing the pressure that these writings exert on the speaker^[25]. A sample of persuasive essays compiled by researchers was used, which allowed for exploring political discourses and disputes in the Semantic and Pragmatic models.

The persuasive view changed the collocutor to embrace the viewpoint of the speaker being presented. This change was possible only when the speaker has ample experience in putting forward the arguments. The texts and essays reiterate the writer's persuasiveness skills, which included descriptions of connections between both levels of argumentation. These associations endorse or oppose a definite view, which kind of dovetails with source and target components. For example, consider the statement by Jon Huntsman: "That is why part of the division in the United States of America, and it is unprecedented; it is unnatural; it is un-American – and it is economic^[53]." This is an excellent demonstration of how language forms the content of politics.

Semantic Frames and Argument Types

The statistical analysis for each type of argument is presented in the **Table 1**^[35].

Table 1. Number of semantic frames extracted from PE.

Arg. Type	Sentences	Semantic Frames (SF)
Claim	551	390
Premise	1,130	489
ForStance	243	342
AgainstStance	55	166
SupportRel.	1,223	533
AttackRel.	156	281

The distribution of semantic frames and argument types is visually represented in **Figure 1** below:

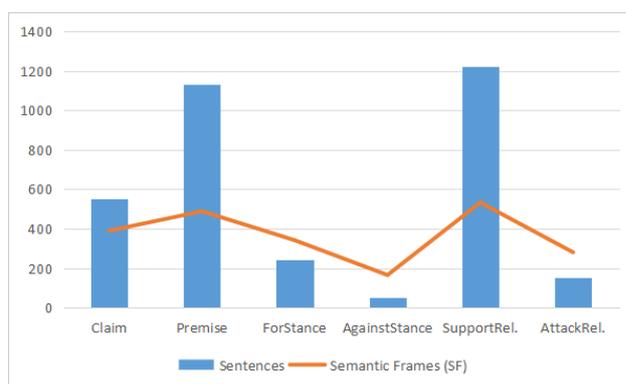


Figure 1. Histogram for the semantic frames and argument types^[13].

This kind of semantic frame analysis paves the way for representing persuasive argumentation in the form of vector, as shown in **Table 2** below^[13].

Based on the persuasive elements as expressed in vector form, the persuasive-argumentative characteristics of the PD corpus were calculated using several annotation systems. The table above summarizes each of the argumentation types discerned within the PD corpus, along with sample phrases for each, as well as the various facets explained by the specific semantic frames^[54]. This method emphasizes all textual characteristics of a paragraph, and thus, we can use this algorithm to outline some characteristics of the unordered political discussions and disputes^[55]. For instance, a statement by Mitt Romney illustrates persuasive language: "This president's policies have made the United States an undesirable place to invest and find jobs^[56]." Such examples make one agree with the conclusion that language of persuasion is the most vital element in delivering a speech, especially in politics where one main goal is to convince the people.

The influential index was used to measure speakers' resulting influence on the listeners. This index makes it eas-

Table 2. Semantic frames for each argument type of PE.

Argument Type	Sentence	Semantic Frame
Claim	“If we can turn Syria and Lebanon away from Iran, we finally have the capacity to get Iran to pull back.”	“Cause, Manipulation, Change”
Premise	“Because they put that money in, the president gave the companies to the UAW; they were part of the reason the companies were in trouble.”	“Causation, Predicament, Leadership”
For Stance	“And the reason is that because that’s how our founding fathers saw this country set up.”	“Reason, Kinship, Experience”
Against Stance	“I was concerned that if we didn’t do something, there was a pretty high risk that not just Wall Street banks, but all world banks collapse.”	“Emotion-Directed, Intentionally-Affect, Daring”
Support Rel.	“I went to Washington, testifying in favor of federal amendments to defend marriage as a relationship between man and woman.”	“Taking Sides, Evidence, Cognitive Connection”
Attack Rel.	“But you can’t stand and say you give me everything I want, or I’ll vote no.”	Desiring, Posture, Capability”

ier to determine the extent to which a speaker is capable of convincing the audience with the spoken word. It assesses the extent to which the audience could be influenced and the advantages of speeches, letters, and essays^[57]. Studies show that users of persuasive messages are relatively more influential than users of non-persuasive language, and politicians who use the appropriate and formal language and politicians’ vocabulary.

5. Discussion

In order to examine the interaction between persuasive content and its elements, this work performed an experimental approach. It was, therefore, possible to establish the correlation between the influence index of the speaker and the reactance theory of the audience and thereby establish the fact that there was a moderate relationship between deviations in the questions posed and deviations in word choice^[58]. Interestingly, they found out that the second degree exhibited a higher value in the emotional aspect of the content: Naturally, the language used has a considerable impact on the audience’s engagement; the observed correlation percent was approximately 65%^[59]. Additionally, the analysis identified a moderate relationship among the other four influence metrics: The measures include the use of laughter, applause, crosstalk, and overall influence^[60]. This means that while all these things play a part in influencing the target in the persuasion process, they are even less influential in comparison to appeal to emotion^[61]. Experimental outcomes from

this stage pointed out that speakers with a higher influence index took more time in the speeches and were predictably influenced in delivering speeches as pacing was observed to affect the influence of speakers towards their audiences.

These results are consistent with recent research on the use of emotion-cued appeals within political discourses. For instance, there is evidence proving that emotional appeal can enhance the audience’s attentiveness to a considerable extent^[62, 63]. Furthermore, the evidence favors the fundamental idea of timing and emotional appeal used in persuasion when giving a speech in public^[64, 65]. The aforesaid conclusions have two major implications. First of all, they emphasize the need for the speakers to integrate emotional appeal into their persuading approaches because the aspect of the appeal is explained to have a favorable influence on the audience^[66]. Second, the findings have implications for training programs for public speakers as further advanced practice in appealing to emotions and timing may enhance the persuasiveness of a message. More research can be done on the work on the reactions that are more likely to be effective in different audiences in the future to use specific emotions in the elaboration likelihood model to improve the efficacy of persuasive messages.

6. Conclusions

Persuasive argument helps to emphasize the role of opinions in political discourses, commenting on the ways in which political speakers choose and use language to redis-

tribute their political views. The present work argues that the two analyzing aspects, namely semantic and pragmatic, are equally significant for the emergence of the persuasive political discourse on the basis of the selected political texts. This indicates that a positive association exists between question deviation and variation in word usage, where emotional content seems to have slightly more impact on the audience. However, it pointed out that some variables, such as laughter, applause, and conversation by others, had a moderate impact on the intensity of the speaker's effect, which proved that these nonverbal cues are part of the political communication process. They help to gain a better comprehension of how political personalities frame their concepts in an effort to influence the public and provide several directions for the further investigation of the dynamics of persuasion in political situations, support the key findings that persuasive language skills are crucial in political communication.

Directions for Further Research

The conclusion and recommendations of this study open up a number of research areas for future research. First, it is possible to use features of the Eclectic model to analyze rhetoric in other fields or spheres, for example, exploring how and why strategies of persuasion may differ in social movements or corporate communication. Second, the improved identification of concrete persuasive appeals within the corpus will be useful in creating training programs to increase the efficacy of the political speakers. Further, it remains possible to improve the specifics of an influential index and apply it to the evaluation of persuasive messages outside the sphere of politics, for example, in advertisement and health information campaigns. In detailing the ways in which language influences the attitudes of the audience, more could be understood about the psychological process in which persuasion occurs.

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