An Analysis of Aristotle's Three Modes of Persuasion in an Education-Themed Speech

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Article Information	Abstract
	This paper investigates the application of Aristotle's three modes of persuasion—ethos, pathos, and logos—in Cameron Allen's education-themed speech "Education For All," delivered at TEDxKids@ElCajon. The study employs a qualitative research methodology, utilizing descriptive analysis to examine how Allen's speech employs these persuasive strategies to engage and influence his audience. The research identifies the effectiveness of Allen's credibility, emotional appeals, and logical arguments by dissecting specific examples. The findings aim to provide valuable insights into effective communication strategies, particularly for educators and public speakers, by demonstrating the practical application of classical rhetorical principles in modern discourse. The study also underscores the significance of persuasive communication in educational contexts and offers practical implications for enhancing student engagement and learning outcomes through the strategic use of rhetoric.

Introduction

Language plays a crucial role in the lives of people all over the world. Language refers to the means of communication individuals use within a particular society (Wardaugh & Aitchison, 1987). Language is crucial for efficient communication and satisfying our requirements. Language functions as a widely recognized method of communication, enabling individuals to articulate their distinct cultural identities. Language functions encompass communicating, expressing one's identity, participating in play, stimulating imagination, and expressing emotions.

Language is widely regarded as a potent instrument for fostering connections between individuals and societies. It is essential for individuals to effectively express their thoughts, ideas, and emotions and to develop strong interpersonal relationships. Language is also an influential instrument for promoting communication between individuals who do not share a common

native language (Ratna, 2017). Language is of utmost importance in human communication as it enables individuals to articulate their thoughts, wishes, and information to others through oral or written methods.

Persuasion is a type of communication that can influence emotions, thoughts, and actions (Jabur, 2019). Whether it's a political speech, a marketing campaign, or a heartfelt plea from a loved one, persuasion can be a powerful tool for getting others to see things from our perspective. We can effectively sway opinions and inspire action by presenting compelling arguments, appealing to emotions, and building trust with our audience. Ultimately, the art of persuasion lies in our ability to connect with others on a deeper level and motivate them to take the desired course of action.

This connection is built on credibility, empathy, and understanding. It is essential to present our arguments logically and coherently and listen to the concerns and perspectives of those we try to persuade. We can build rapport and establish trust by showing that we value their opinions and are willing to engage in open and honest dialogue (Fernandez, 2023). People are more likely to act on the advice of someone they trust to have their best interests at heart, so building trust is crucial to persuading others to take action. In addition to building trust, it is also essential to appeal to the emotions of our audience. Emotions play a decisive role in decision-making, and by tapping into these emotions, we can create a sense of urgency and drive action. Whether through storytelling, humor, or heartfelt appeals, connecting with our audience's emotions can help make our arguments more compelling and persuasive.

Persuasive language is a method of influencing others (Cupach, 2004). Due to its recognition as a fundamental element of language usage, persuasion has attracted considerable attention from philosophers and researchers in the fields of social sciences, humanities, and linguistics. The examination of persuasion, encompassing both a broad scope and specific methodologies, has been a primary focal point of sociolinguistics and discourse analysis.

Persuasion strategies can improve argumentation effectiveness (Johnstone, 2018). She explores the strategies individuals can employ to deliberately mold their communication to convince others to adopt new beliefs or take specific actions. Speakers endeavor to persuade the audience to adopt and endorse their arguments. Thus, it is inherent that speeches employ persuasive strategies to strengthen the argument. Metsamaki emphasizes the significance of considering the speaker's position and the characteristics and organization of the message within the context of persuasion (Metsämäki, 2012). Effective persuasion is achieved when it changes attitudes (Jones & Simons, 2017). A shift in attitude can indicate that individuals are sincerely convinced and have faith in what has been communicated.

Aristotle is commonly acknowledged as one of the most influential theorists. Persuasion has developed significantly and attracted substantial academic attention across various cultures, disciplines, languages, and genres throughout history (Alkhawaldeh, 2021). Aristotle classifies persuasion into three primary elements: ethos, pathos, and logos. The speaker's ethos refers to their overall character and credibility, while pathos is their ability to effectively appeal to the listener's emotions. On the other hand, logos pertains to the speaker's capacity to articulate statements that are in line with factual evidence.

Aristotle explored different strategies for persuading an audience to endorse your perspective: ethos, logos, and pathos (Donohue, 2017). This form of discourse is commonly known as persuasion. Comprehending rhetoric entails recognizing successful methods of convincing others about a particular subject. Every form of art aims to educate and persuade in its specific domain. For instance, medicine concentrates on matters related to health and illness. Nevertheless, Rhetoric can reveal the techniques of persuasion for any given topic. Hence, it is commonly asserted that the principles of this art do not apply to any particular classification of objects.

Aristotle's book Rhetoric explores three distinct strategies of persuasion. There are three primary methods of influencing others: ethos (through your personality and position), pathos (by arousing emotions), and logos (via logical argumentation) (Cockroft et al., 2014).

Aristotle, a renowned philosopher from ancient Greece, delineated three fundamental modes of persuasion that he deemed indispensable for constructing compelling arguments. Ethos

concerns the speaker's ability to establish credibility and trustworthiness (Sulistyarini & Zainal, 2020). The audience is more inclined to be convinced by an individual whom they perceive as knowledgeable, trustworthy, and possessing strong moral qualities. Aristotle posited that a speaker's ethos is influenced by their proficiency, moral character, and benevolence.

Pathos elicits emotional responses in the audience to sway their judgment (Livingston, 2015). An adept orator can employ pathos to establish a profound connection with the audience, evoking emotions such as fear, anger, pity, or joy to enhance the relatability and impact of their argument.

Logos employ rationality, logic, and empirical evidence to persuade the audience (Cockroft et al., 2014). The process entails providing factual information, statistical evidence, data, and logical reasoning to bolster the argument. Logos engages the audience's intellectual faculties and ability to think critically.

By skillfully integrating these three methods of persuasion, speakers can create compelling and persuasive arguments that deeply connect with their audience. The importance assigned to each mode will vary based on the particular circumstances, the target audience, and the speaker's objectives.

Due to the importance of persuasion strategies, the researcher is interested in investigating their use in language activities. Speech is a primary linguistic function that enables us to convey messages to others. Speeches can be given at various events, regardless of whether they are open to the public or restricted to a specific group. A speech is commonly a formal discourse presented to a substantial gathering during a momentous occasion (Massaro, 2001).

The object of this study is an education-themed speech by Cameron Allen entitled "Education For All." The speech was delivered at TEDxKids@ElCajon on June 3, 2017, and then uploaded to the YouTube TEDx Talk channel. In the speech, Allen discusses the importance of providing equal educational opportunities for all children, regardless of their background or circumstances. He highlights the need for innovative and inclusive teaching methods to ensure that every child has the chance to succeed in school and beyond. Allen's passionate delivery and compelling arguments have made Education for All a widely viewed and influential TEDx talk in education.

The researcher's objective is to reveal the methods she employs to engage her audience with Aristotle's three modes of persuasion. In addition, the researcher aims to acquire insights into her strategies to captivate her audience and create a lasting impression with her speech. This analysis provides an opportunity to gain a more profound comprehension of Allen's communication abilities, imparting valuable insights for other individuals aspiring to become influential speakers. The speech was selected based on its strong relevance to education and its delivery in the English language.

Several researchers have conducted previous studies on persuasion strategies. Octiani and Putri analyzed the speeches delivered by UNICEF speakers in regard to persuasion strategy (Oktiani & Putri, 2022). Jabur also analyzed the persuasion strategies used by presidential candidates during their campaigns (Jabur, 2019). Lastly, Shalihan looked at the persuasion strategies in speeches by Nouman Ali Khan (Shalihan, 2019). All of the previously conducted studies analyzed the persuasion strategies utilizing Aristotle's three modes of persuasion. However, none was focused on the speech on education topics.

Conducting studies on persuasion strategies is crucial because it allows researchers to explore effective communication and the ability to influence others. Persuasion strategies aid individuals in comprehending the psychology underlying decision-making processes and effectively convey their ideas. By examining persuasion tactics, individuals can acquire the knowledge and skills necessary to establish trustworthiness, customize their communication to suit their target audience, and effectively address any reservations or doubts. These strategies are essential in multiple domains, including sales, marketing, leadership, and public speaking, where the capacity to influence others can significantly affect one's success.

This research will provide valuable insights for teachers, specifically in English teaching and learning. Teachers must engage students to capture their attention and facilitate their understanding of the presented material. Therefore, with knowledge of the persuasion strategy and its implementation, teachers can employ the strategy to develop captivating and efficient

lessons that captivate their students' interest, ultimately resulting in improved retention and comprehension of the material. By implementing these strategies, educators can cultivate a more interactive and dynamic learning atmosphere that encourages student engagement and achievement.

Methods

This study utilized a qualitative research methodology. The qualitative research approach gathers data by observing, conducting interviews, and analyzing documents. The findings are primarily summarized using narrative or verbal methods (Lodico et al., 2006). The researcher will employ a qualitative methodology for this study, as they will gather data by analyzing a specific document, namely a video recording of a speech. The writer can utilize a qualitative research model to gather data addressing the problem. This model enables the analysis of the ethos, logos, and pathos persuasion strategies employed in Allen's speech.

Additionally, this study employed a descriptive research design. Descriptive qualitative research involves analyzing data through quotes from documents, field notes, interviews, or excerpts from videotapes, audiotapes, or electronic communications (Ary et al., 2009). These findings are then presented in the study. Thus, the researcher gathered data extracted from a document to be presented as the research findings.

This study employed documentation as the data collection methodology. Documentation aims to gather primary data from research sources, such as pertinent books, studies, reporting on activities, and relevant research data (Moleong, 2009).

The researcher employed the Miles and Huberman data analysis procedure in data analysis. According to Miles and Huberman, qualitative data analysis involves three simultaneous processes: data reduction, data display, and conclusion drawing/verification (Miles & Huberman, 1994).

Findings and Discussion

This study analyzed Aristotle's three modes of persuasion in an education-themed speech by Cameron Allen entitled Education for All.

Ethos in the Speech by Cameron Allen

Ethos refers to the credibility or ethical appeal of the speaker or writer. It involves convincing the audience of the character or credibility of the persuader. In analyzing the speech by Cameron Allen for ethos, we can identify several strategies used to establish credibility and trustworthiness:

1. Use of Statistics and Comparisons
   The text begins with a striking statistic: "Approximately 70 million children don't have the opportunity to go to school every day." Using precise numbers lends credibility to the argument by showing that the author has done their research and is knowledgeable about the issue. Comparing the number of children who can't attend school to the population of Thailand helps readers grasp the magnitude of the problem, enhancing the text's persuasive impact through a credible and relatable comparison.

2. Specific Examples and Stories
   The story of Jacinta from Tanzania is a powerful use of ethos. The author demonstrates a deep understanding of the issue by providing a detailed and personal story. This narrative shows the human side of the statistics, making the problem more tangible and relatable. Jacinta's story also illustrates the positive impact of charitable efforts, reinforcing the message that interventions can make a real difference. This builds trust in the solutions proposed by the author.

3. Acknowledgment of Broader Issues

The text mentions the shortage of teachers in India and West Africa, showing an awareness of the systemic challenges in education. This broad perspective indicates that the author has a comprehensive understanding of the issue, which enhances their credibility. By highlighting specific numbers needed (e.g., "350,000 more teachers in India"), the author demonstrates a detailed and researched knowledge of the problem.

4. Appeal to Common Values

The author appeals to the reader's values by emphasizing education's importance and illiteracy's negative consequences. Statements like "when you can't get a job you can't make any money" and "there are about seven hundred and ninety-eight million adults who still lacked basic literacy skills" underscore the fundamental importance of education, aligning with the reader's inherent belief in its value. The call to action, encouraging readers to donate to charities and value their education, appeals to the readers' sense of responsibility and ethical duty, thereby strengthening the ethical appeal.

5. Authority of Cited Organizations

Mentioning well-known organizations like UNICEF and Campaign Camp adds to the author's credibility. These organizations are widely recognized and respected for their work in education and child welfare, lending additional credibility to the author's message.

Pathos in the Speech by Cameron Allen

Aristotle's persuasion strategy of pathos appeals to the audience's emotions. The text provided effectively uses several techniques to evoke emotional responses and engage readers emotionally. Here's a breakdown of how pathos is used:

1. Statistical Shock Value

"Approximately 70 million children don't have the opportunity to go to school every day. This is the same number as the amount of people that live in Thailand." The comparison to the population of Thailand makes the statistic more relatable and impactful, creating a sense of urgency and gravity.

2. Personal Story

"This is an amazing story about a girl named Jacinta. At the age of 13 she lived in Tanzania a country in Africa. When her family could no longer afford for her to go to school she had to drop out." Jacinta's story personalizes the issue, making it more tangible and relatable. It evokes sympathy and a sense of injustice. Details such as Jacinta working as a servant for 18 hours a day and making only $13 a month amplify the emotional appeal, highlighting the harsh realities children face.

3. Highlighting Injustice

"Most of the kids that aren't able to go to school are girls. One of the worst places for school is Africa because 33 million kids can't go to school there and 18 million of these are girls." Emphasizing the gender disparity and regional struggles highlights the inequality and evokes feelings of empathy and a desire for change.

4. Dire Consequences

"When adults don't get proper education, it leads to bad things. For example, if you aren't literate, you can't get a job. And when you can't get a job, you can't make any money." This section creates a sense of urgency by outlining the negative consequences of illiteracy, appealing to the fear of societal and economic decline.

5. Gratitude and Reflection

"The last thing you can do is just be grateful for your own education and take school seriously." This statement prompts the reader to reflect on their privileges and invokes feelings of gratitude, contrasting with the plight of those less fortunate.

6. Hope and Change:

"But this can't just happen on its own. We need to do it. Education is something that not everybody has so you should value your education because when we don't learn the world never changes." The conclusion emphasizes collective responsibility and the potential for positive change, fostering a sense of hope and motivation

Logos in the Speech by Cameron Allen

Analyzing the text using Aristotle's persuasion strategy focused on logos involves examining the logical appeal, evidence, and reasoning used to persuade the audience. Here is a detailed analysis:

1. Statistics and Facts:

    The text provides a variety of statistics to support its arguments. For instance:
    a. "Approximately 70 million children don't have the opportunity to go to school every day."
    b. "Out of the 70 million children that can't go to school every day, 25 million of them will never go to school."
    c. "In Africa, 33 million kids can't go to school, and 18 million of these are girls."
    d. "Only two-thirds of these kids will ever graduate high school."
    e. "In India, they need about 350,000 more teachers, and in West Africa, they needed about 380,000 more teachers."
    f. "For every kid in the world to be educated, we would need approximately five million more teachers."
    g. "There are about seven hundred and ninety-eight million adults who still lack basic literacy skills."

    These statistics provide a logical foundation for the argument, demonstrating the scope and scale of the problem.

2. Logical Sequence and Cause-Effect:

    The text logically progresses from the issue of children not attending school to the broader consequences of this lack of education:

    "When adults don't get proper education, it leads to bad things. For example, if you aren't literate, you can't get a job. And when you can't get a job, you can't make any money."

    This cause-effect reasoning helps the audience understand the long-term implications of the lack of education.

3. Example for Illustration:

    The story of Jacinta from Tanzania illustrates the broader issue with a specific, relatable example. This narrative highlights the personal impact of a lack of education. And shows how an intervention (by the charity Camfed) can change an individual's life trajectory.

    The text effectively uses ethos by providing reliable statistics and personal stories, acknowledging broader issues, appealing to shared values, and citing reputable organizations. These elements work together to establish the author's credibility and persuade the audience of the importance of addressing the educational needs of children worldwide.

    Furthermore, the text effectively uses pathos to engage the reader emotionally, highlighting the severity of the issue, creating empathy through personal stories, and encouraging action through a call to responsibility and gratitude.

    The finding of this study is supported by Malabar who found that speakers utilize strategies of reason and logic (Malabar, 2020). The speech delivered will be much more trustworthy when reason and logic are effectively employed. Furthermore, Tanko found that three persuasive strategies: quasi-logical, presentational, and analogical, are effective in the act of persuasion. Therefore, speakers can utilize the Aristotle's three modes of persuasion and several other theories to appeal to the audience (Tanko et al., 2021).

    The text effectively employs logos by using statistics, logical progression, cause-effect reasoning, and specific examples to build a strong, logical argument about the importance of

education and the current global education crisis. The logical appeal is designed to persuade the audience through reason and evidence, making a compelling case for action.

Conclusion

In summary, the analysis of Cameron Allen's speech "Education for All" through the lens of Aristotle's persuasion strategies—ethos, pathos, and logos—reveals the effectiveness of these techniques in communicating critical issues related to education. Allen successfully establishes his credibility (ethos) by citing reliable statistics and using respected organizations to back his claims. His emotional appeal (pathos) is evident through the personal story of Jacinta, which humanizes the statistics and evokes a robust and empathetic response from the audience. Finally, Allen's logical arguments (logos), supported by detailed statistics and logical progression, effectively demonstrate the urgency and necessity of addressing global educational disparities.

This analysis highlights the potency of Aristotle's rhetorical strategies and underscores their practical application in modern discourse. Allen's speech is an exemplary model for educators, speakers, and advocates aiming to craft compelling and persuasive messages. By integrating ethos, pathos, and logos, communicators can enhance their ability to engage audiences, convey important messages, and inspire action. This study contributes valuable insights into persuasion, reaffirming its relevance and impact in various fields, including education, public speaking, and advocacy.

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