

THE PERSUASIVE TECHNIQUE TYPES IN DONALD TRUMP'S PUBLIC SPEAKING

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ABSTRACT

The area of this research is a discourse analysis of the use of persuasive technique types. The object as the background of the study is related to the president's election, conducted in the USA. Donald Trump won the election and the majority of citizens in the USA chose him as President of the USA in 2016. It is surprised people because he raised the issues, which are very racist and anti-Islam. The public speaking by Donald Trump was reasonable to be studied and the way he talks that is clear and systematic becomes a reason by the researcher to study about the persuasive technique types used in his public speaking speech. This research focused on identifying the types of the persuasive technique used in Donald Trump's Public Speaking and finding the persuasive technique that is most frequently used by him through qualitative content analysis. The researcher found three types of persuasive technique that used in both of speech which is remarked on North Carolina and remarked on Springfield, Ohio. Those types are *Logos*, *Ethos*, and *Pathos*. The result of this research showed the types of the persuasive technique used in Donald Trump's public speaking speech texts elaborated by primarily *Pathos*, *Ethos*, and followed by *Logos*. *Pathos* was 207 sentences found, *Ethos* was 164 sentences found, and *Logos* was 58 sentences found, total data of the study is 429. In addition, the researcher also found the persuasive technique type that is most frequently used by Donald Trump, it was *Pathos*. He frequently used *Pathos* to influence the voters and the audience.

Keywords: the types of persuasive technique, Donald Trump's public speaking speech texts

ABSTRAK

Penelitian ini adalah analisis wacana penggunaan jenis teknik persuasif. Objek sebagai latar belakang penelitian ini terkait dengan pemilihan presiden, yang dilakukan di AS. Donald Trump memenangkan pemilihan dan mayoritas warga di Amerika Serikat memilih dia sebagai Presiden Amerika Serikat pada tahun 2016. Ini mengejutkan orang-orang karena dia mengangkat isu-isu yaitu sangat rasis dan anti-Islam. Pembicaraan publik oleh Donald Trump masuk akal untuk dipelajari dan cara dia berbicara yang jelas dan sistematis menjadi alasan oleh peneliti untuk mempelajari tentang jenis teknik persuasif yang digunakan dalam pidato berbicara di depan umum. Penelitian ini berfokus pada identifikasi jenis teknik persuasif yang digunakan dalam pembicaraan publik Donald Trump dan menemukan teknik persuasif

yang paling sering digunakan oleh dia melalui kualitatif konten analisis. Peneliti menemukan tiga jenis teknik persuasif yang digunakan dalam kedua pidato di North Carolina dan di Springfield, Ohio. Jenis-jenis persuasif teknik nya adalah Logos, Ethos, dan Pathos. Hasil penelitian ini menunjukkan jenis teknik persuasif yang digunakan dalam teks-teks pidato publik Donald Trump yang diuraikan adalah yang terutama Pathos, Ethos, dan diikuti oleh Logos. Pathos 207 kalimat ditemukan, Ethos 164 kalimat ditemukan, dan Logos adalah 58 kalimat ditemukan, total data penelitian adalah 429. Selain itu, peneliti juga menemukan tipe teknik persuasif yang paling sering digunakan oleh Donald Trump adalah Pathos. Dia lebih sering menggunakan Pathos untuk mempengaruhi pemilih dan penonton.

Kata kunci: *jenis-jenis teknik persuasif, teks pidato pembicaraan publik oleh Donald Trump.*

A. INTRODUCTION

Language is the most significant part in human life. People use language to communicate and socialize with other people to transfer information. In transferring the message the speaker always has purposes on stating the utterances, whether only to give information, ask to do something or to persuade the listeners to think or act as the speaker stated. Yet, one of aims of communication is persuasion. In linguistics, the way people persuade other people to think or act as the speaker stated with a tactic called persuasive technique. In accordance, Perloff (2003) define persuasion as symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice. People use persuasive technique to convince other people with a statement and make them agree, then accept the argument and finally adopt the same way of thinking.

The area of this thesis is discourse analysis with the use of persuasive technique. Allan Luke (1995) stated that one of the main task of discourse analysis is to ‘disarticulate’ the texts of everyday life as a way of ‘disrupting common sense’ about the naturalness or inevitability of identities, values and concepts, thus show of the workings of power and material interests in the most seemingly innocent of texts. The object in this study is related to the president’s election, conducted in the USA. It is Donald Trump’s public speaking during the campaign that persuades the citizens to vote Donald Trump. Majority of the citizens in the USA chose him which finally made him to become the President of the USA in 2016. It surprised people because Donald Trump raised the issues which are very racist and anti-Islam, at the time.

Based on the explanation above, the researcher wants to find the answer of two research questions. The questions relates to the persuasive technique types used in Donald Trump’s Public Speaking. The aims of this study are to identify the persuasive technique types used in Donald Trump’s public speaking and to find the persuasive technique type that is most frequently used by Donald Trump. Based on the content of this study, there is the significance of study; this study gives insight to potential readers if learning public speaking with the purpose to persuade is important, the academics will find themselves to give presentations, either within the academic environment or not this skill is needed.

B. THEORETICAL FRAMEWORK

The discourse is systemically and predictably constructed that way that it relates to these contextual circumstances (Richardson, 2011). In discourse there is public speaking. Peter Matjašič on Best Practice Guide Public Speaking book (2014), mentioned that public speaking is commonly understood as face-to-face speaking between individuals and an

audience for the purpose of communication. Most of the time, public speaking is to persuade the audience. The persuasive generally uses language in argumentation, it context-dependent sets of rules for argumentative discourse (Walton, 2005). Occasionally, persuasion is to reinforce an existing attitude or behavior. On other hand, persuasion is not designed to change an attitude but is designed to form a new one. In this research, the researcher uses Aristotle's three types of persuasive technique theory to answer the research questions. Aristotle, the ancient Greek philosopher (Baker, 1995), suggested that any spoken or written communication intended to persuade contains three key rhetorical elements: logos, the logic and reasoning in the message; ethos, the character, credibility and trustworthiness of the communicator and pathos, the emotional dimension.

1. Logos (logical appeal): persuading through reasoning based on evidence.

Logos is the appeal towards logical reason, thus the speaker wants to present an argument that appears to be sound to the audience. It encompasses the content and arguments of the speech. Aristotle used logos to refer to creating reasoning in an argument or speech using logic. Also, it is the study of interference making or reasoning which is related to logic (Herrick, 2005).

According to Aristotle (in Griffin, 2012), logical proof comes from the line of argument in the speech. It means that a reasoning or proof that comes from a human logic. It is also used by a speaker to prove his or her argument in order to persuade the audience.

Most communications require logical and 'rational'. Logos refers to the overall logicity and coherence of the message. Appeals to logos are necessary where facts or processes are of utmost importance. Process descriptions, technical manuals, and business reports in general are heavy on logos. Messages intended to persuade will require clear claims substantiated by compelling evidence: facts, statistics, examples, expert opinion, analogies, and anecdotes.

2. Ethos (ethical appeal): persuading through communicator credibility.

The mode of persuasion "Ethos" deals with the character of the speaker. The intent of the speaker is to appear credible. According to Aristotle there are three gain that are necessary to appear credible; Competence, Good Intention and Empathy.

How the persuader viewed has a very powerful influence on whether or not he/she successfully persuade the receiver of the message. If the audience is not convinced by a person, they are unlikely to be swayed by the arguments. Ethos is the credibility or trustworthiness that establish in the communication. It is the degree to which perceiving to be ethical, believable, trustworthy, competent, responsible, and sincere. And while the communicator's ethos is important for most communications, it is especially significant for relational messages designed to establish goodwill and build relationships.

Aristotle apparently held that of the three artistic proofs, ethos was potentially the most persuasive (Herrick, 2005). When people are convinced that a speaker is knowledgeable, trustworthy, and has their best interests at heart, they will be very likely to accept as true what that speaker has to say.

Character has to do with the speaker's image as a good and honest person. Good character is the ability of the speaker to establish trustworthiness of the listeners to what the speaker says. To produce the trustworthiness, the speaker can begin with telling the speaker's experiences and values. Form the experiences and values that the speaker shares with the audience, it will help the audience start to believe in what the speaker says. The speaker can also explain his motive to demonstrate his character which makes the audience

consider the speaker as a trustworthy person so that it increases good character of the speaker.

Goodwill is a positive judgement of the speaker's intention toward the audience. Aristotle thought it is possible for an orator to possess extraordinary intelligence and sterling character yet still not have the listener's be at interest heart (Griffin, 2012). Goodwill is a perception the audience forms of a speaker who they believe understands them, empathizes with them, and is responsive to them. When audience members believe in the speaker's goodwill, they are willing to believe what the speaker says.

3. Pathos (emotional appeal): persuading by appealing to audience emotions.

Pathos encompasses the emotional influence on the audience. The goal of each speech is to persuade the audience. Therefore it is necessary to put the audience in the appropriate emotional states. Aristotle noted that it is importance that each speaker has knew, which emotions do exist, how and under which circumstances that can be elicited.

Pathos is an appeal to an audience's beliefs, feelings and emotions. An appeal to pathos causes an audience not just to respond emotionally, but to identify with the communicator's point of view. Emotional proof, which comes from the feelings and the speech draws out of those who hear it (Griffin, 2012). The term pathos is often used to refer to the effective of emotional appeals that give persuasive message and power to move audience to action, but Aristotle's interest in emotion has to do specifically with emotion's ability to affect the judgment of audience (Herrick, 2005).

There is an emotional dimension in most situations: some communications may be highly charged, some more neutral. Where logical arguments fail, emotions often have the power to motivate people to respond. Understanding which emotions to tap, and which to avoid, is one of the most important aspects of communication strategy. The simplest way to determine the most effective emotional appeal is to analyze the audience's needs and concerns.

C. RESEARCH METHOD

This study used qualitative method. According to Kondracki and Wellman (2002) qualitative is one of research methods used to analyze in the form of the text data. The researcher used qualitative design and content analysis approach on the characteristics of language as communication with attention to the content or contextual meaning of the text.

Content analysis is a technique that enables researchers to study human behaviour through an analysis of their communications. It means many things produced by human beings. Coding can be carried out line-by-line, sentence-by-sentence, paragraph-by-paragraph, page-by-page, section-by-section, and so on (Corbin and Strauss, 2008). In this study the researcher uses coding sentence-by-sentence to collected data findings and categorize them into each type of persuasive technique.

The researcher used qualitative content analysis method to be able to organize and analysed the data findings based on the data found in Donald Trump's public speaking speech texts by using Aristotle's types of persuasive technique theory as the guidance. Coding is the part of content analysis, the technique used by the researcher to analyze the data into the categorizes.

D. FINDINGS AND DISUSSION

Based on research questions in chapter one, this research aimed to identify the types of persuasive techniques used and to find the persuasive technique type that is most frequently used by Donald Trump's public speaking. The data findings that is found in this research were analyzed and identified based on the types of persuasive technique of Aristotle's theory which are Logos, Ethos, and Pathos. The data that has been analyzed, which are taken from the data sources Remarks at McGlohon Theatre at Spirit Square in Charlotte North Carolina October 26 2016 and Remarks at the Champions Center Expo in Springfield Ohio October 27 2016.

1. Remarks at McGlohon Theatre at Spirit Square in Charlotte North Carolina October 26th 2016.

The speech text of Donald Trump's public speaking in McGlohon Theatre at Spirit Square in Charlotte North Carolina October 26 has been identified and found the types of persuasive technique used by Donald Trump. The data findings of the public speaking speech text showed that three types of persuasive technique of Aristotle's theory were found: Logos was 17 sentences found, Ethos was 74 sentences found, Pathos was 49 sentences found. Amount of the data contain persuasive technique was 140 sentences in this speech A.

Based on the frequency of the data found, it could be described that the types of the Donald Trump's public speaking speech text A were elaborated by primarily Ethos (52%); Donald Trump created trustworthiness of the audience by showing his virtuous character. His experiences, values, and motives become the tools to arouse trust among the audience. Followed by Pathos (35%); Donald Trump try to evoke a specific change in the emotion of the audience. He should be able to rise up the audience's motion. It is powerfully needed to get sympathy of the people. Last is Logos (12%); Donald Trump gave logical reasoning or proof to the audience in order to prove his argument when he delivers it. So when he presented the logical proof in his argumentative speaking, he used logos to establish his speech to persuade the audience.

These are the examples of data in Donald Trump's public speaking speech text that contain Ethos, as the following:

- *"Today I want to talk about how to grow the African-American middle class, and to provide a new deal for Black America."*(ECs03)
- *"That deal is grounded in three promises: safe communities, great education, and high-paying jobs."*(ECs04)
- *"I want every poor African-American child to be able to walk down the street in peace."* (ECs69)
- *"And it is my highest and greatest hope that the Republican Party can be the home of the African-American vote once again."* (ECs138)
- *"My vision rests on a principle that has defined this campaign: America First."*(ECs05)

Based on the data above, Donald Trump repeatedly mentions African-American people. He mentioned his visions and promises, especially for African-American people. He tried to show his virtuous character toward the audience. Precisely, Donald Trump sounded like he knows the needs of the people in Charlotte and he tried to build a relationship with the audience that mostly African-American in Charlotte North Carolina.

These are the examples of data in Donald Trump public speaking speech text that contain Pathos, as the following:

- *"Our opponent represents the rigged system and failed thinking of yesterday."*(PCs12)

- *"Her campaign offers only the depressing pessimism that says this is as good as it gets, that nothing can ever really change."*(PCs13)
- *"Hillary has been there for 30 years and hasn't fixed anything – she's just made it worse."*(PCs14)
- *"American politics is caught in a time loop – we keep electing the same people, who keep making the same mistakes, and who keep offering the same excuses."*(PCs15)
- *"The fact that our corrupt Washington establishment has tried so hard to stop our movement is just more proof that we represent the kind of change that arrives only once in a lifetime."*(PCs16)

From the data above, it could be seen that Donald Trump offended Obama and his opponent Hillary Clinton. Donald Trump used pathos to appeal the audience's beliefs, feelings and emotions. He showed the audience about the error of the previous government and the negativity of Hillary Clinton. So when the audience is affected, they will begin to think that what Donald Trump delivered is correct and they will begin to trust him to lead them. Thus, Donald Trump used pathos to raise the emotion of the audience in Charlotte North Carolina with his arguments.

These are the examples of data in Donald Trump public speaking speech text that contain Logos, as the following:

- *"Yet, too many African-Americans have been left behind."*(LCs23)
- *"45% of African-American children under the age of 6 live in poverty."*(LCs24)
- *"58% of African-American youth are not currently employed."*(LCs25)
- *"African-Americans compromise roughly 13 percent of the population, yet make-up 60% of murder victims under the age of 22."*(LCs26)
- *"In 2015, violent crime in Charlotte increased by 18 percent – and it's expected to rise 24% in 2016."*(LCs27)

From those data above, the researcher known that Donald Trump, again, repeatedly mentions African-American people. With that repetition can be said that the main target of Donald Trump's speech in Charlotte North Carolina was African-American people. Then, Donald Trump used logos to strengthen his arguments. Before or after he talked about his visions and promises, he gave the audience logical proof about the issues of African-American people nowadays in America. He used statistics data and facts as the evidence so that it can be accepted by the audience's logic.

In this speech A of the public speaking speech text in Charlotte North Carolina of the United States of America on October 26, 2016 Donald Trump used all types of persuasive technique, therefore the speech text could be power to get the attention of the audience by combining the types. Yet, the public speaking in speech A frequently used Ethos. The frequency of speech text A illustrated the power of the speech, which meant the type of persuasive technique most frequently used in speech text A were Ethos, Pathos, and followed by Logos.

Ethos was the main type used by Donald Trump in Charlotte North Carolina. From the data presented before, it is known that Donald Trump mentioned African-American people repeatedly. The target of Donald Trump in Charlotte was African-American people, thus he discussed the topic of African-American. About the intimidation, poverty, low job, education, and all the issues happened to African-American nowadays. So he used Ethos more to prove that he knows what African-American people need to get a better life. He tried to make the relationship with the audience from the insight the audience's beliefs, and their values toward him. This type strongly worked to make relationship with groups that considered as audiences, which could be concluded that the

messages to the public of Charlotte North Carolina well delivered, and it can make sure that they could change their values.

From all the explanation, could be concluded that typical of the audiences in Charlotte North Carolina expected too much development to make their lives better, they wanted to all things what they need, and they expected a big changing in the Town. They trusted that all the promises of Donald Trump would be applied, and the audiences hoped the changes in Charlotte North Carolina coming soon. After winning the election, he would be implementing the programs truly.

2. Remarks at Champions Center Expo in Springfield, Ohio on October 27th 2016.

This speech B of Donald Trump's public speaking in Champions Center Expo in Springfield, Ohio on October 27 was held the day after he gave his speech in Charlotte North Carolina. This is the last speech of him before the counting day on November 8, 2016 in Florida. Despite, it is known that the difference between the vote results of Donald Trump and Hillary Clinton only slightly, it was proven that Donald Trump who raised some issues such as racist and anti-Islam could defeat his opponent, Hillary Clinton who has a lot of experience in politics. In this speech B Donald Trump talked more about the negative issues of Hillary Clinton and the error of Obama's administration. He tried to get the empathy of the people in Ohio as his last effort before the voting day. So the researcher has identified the speech and found that Donald Trump used all three types of persuasive technique by Aristotle's theory in his speech.

First is Logos 41 sentences found, equal 14% in the speech contain logical proof given by Donald Trump to prove his arguments. Second is Ethos 90 sentences found, equal 31% in the speech contain ethical proof of Donald Trump by the way he created trustworthiness and showing his virtuous character to the audience. Third is Pathos 158 sentences found, equal 55% in the speech contain the expression of emotion of Donald Trump in order to rise up the audience's motion.

These are the examples of data in Donald Trump public speaking speech text that contain Pathos, as the following:

- *"Obamacare is really and you know this a catastrophe it's a catastrophic event for Ohio workers and is making it impossible for many parents to pay their bills, support their families, or get quality medical care to their children."*(PSs41)
- *"Repealing Obamacare is one of the single most important reasons we must win on November eight."*(PSs42)
- *"Real change also means getting rid of the corruption in Washington, D.C."*(PSs44)
- *"Hillary Clinton bleached and deleted 33,000 e-mails, lied to Congress under oath, made 13 phone calls, I mean 13, 13 phones, made them disappear, sometimes with a hammer. Right? Wrong, wrong."*(PSs45)
- *"Let's get rid of these And then told the FBI she could remember 39 different times."*(PSs46)

From the data above, the researcher could see that Donald Trump offended his opponent Hillary Clinton. He repeatedly used pathos to appeal the audience's emotions by showing the audience about the negative issue of Hillary Clinton. He also offended Obama to the issue of Hillary. When the audience is affected to those issues, they will begin to trust Donald Trump to be their leader. Can be concluded, Donald Trump used pathos to evoke the emotion of the audience in Springfield, Ohio.

These are the examples of data in Donald Trump public speaking speech text that contain Ethos, as the following:

- *"I propose a contract with the American voter that will end the corruption and give the government back to the people".(ESs61)*
- *"I want the entire corrupt Washington establishment to hear and to heed the words I'm about to say".(ESs62)*
- *"If we win on November eighth, when."(ESs63)*
- *"I have a message for the cartels, the drug dealers and the gang members." (ESs178)*
- *"When I win, your long reign of crime and terror and horror will come to a very beautiful crashing end." (ESs179)*

Based on the data above, Donald Trump tried to build a relationship with the people in Ohio by showed his virtuous character toward the audience. He confidently showed the audience the credibility of himself by mentioned his visions and promises to make America great again. Donald Trump already sounded like a leader to make the audience in Ohio believed in him and gave their value to him. He used Ethos to convince the people in Ohio that he is trustworthy and has the best interest at heart.

These are the examples of data in Donald Trump public speaking speech text that contain Logos, as the following:

- *"We are living through the greatest jobs theft in the history of the world."(LSs86)*
- *"The single greatest jobs theft in the history of the world."(LSs88)*
- *"What our politicians have allowed to happen to this area, but to all areas of our country."(LSs89)*
- *"Ohio has lost one in four manufacturing jobs since NAFTA, a deal signed by Bill Clinton and supported strongly by Hillary Clinton."(LSs92)*
- *"Remember, every time you see a closed factory, a wiped out community in Ohio, it was essentially caused by the Clintons."(LSs93)*

The data above showed that Donald Trump talks about the fact happened in Springfield, Ohio affected by the previous government. He connected the fact with his opponent Hillary Clinton. He blamed his opponent to the fact. Then, Donald Trump used Logos to strengthen his argument by giving the audience logical proof. He used anecdotes as the evidence of his arguments so that it can be accepted by the audience's logic.

Furthermore, in this speech B of the public speaking in Ohio on October 27, 2016 Donald Trump used all three types of persuasive technique, and those were used in almost all parts of the text. The frequently persuasive technique type in the speech B was Pathos. It is a technique of persuasion in way to relate with the audience from raising the emotion of the audience. In this speech, two others types were too significant different and they are almost on the same frequency, that is Ethos, and followed by Logos. So the frequency of the persuasive technique types used in this speech text B was Pathos, Ethos and followed by Logos. Pathos was the most frequently type used in the public speaking speech in Ohio. The main purpose was Donald Trump desire to know the audience and discovered the audience knowledge of the audience's affiliation with groups as well from insight into rising emotion of the audience.

From the explanation above Donald Trump deliberately revealed Hillary's programs as the main instruments to attack her in his speech. He managed to persuade the people of Ohio to trust his words. The researcher concluded that the typical of the characteristics of the audience in Ohio were totally disagree with his political opponent for Middle East and the program on Obamacares is one of the programs of Hillary Clinton in the USA in the future. The audience behavior at all wanted to get a new strong policy in the USA for both international and national policies. So, they are educated and need more new actions to save their political approach and economic growth based on strong programs, and they believed Donald Trump could make it come true.

3. The Persuasive Technique That Is Most Frequently Used by Donald Trump

The second research question of this research is what the persuasive technique type that is most frequently used by Donald Trump in his public speaking. In this section, the researcher will answer the second research question based on the identified of Donald Trump's public speaking speech texts A and B.

The texts A and B contain all three types which are Logos, Ethos, and Pathos. In public speaking speech text A was found 140 sentences contain the types of persuasive technique and in the speech B found 289 sentences contain the types of persuasive technique. The total amount of the sentences found from both speeches was 429 and showed that all of three types of the theory were found: Logos was 58 sentences found equal 13% contain logical proof in the speech, and followed by Ethos was 164 sentences found equal 38% equal ethical proof in the speech, Pathos was 207 sentences found, equal 48% contain emotional proof in the speech.

The answer of the second research question is that the persuasive technique type that is most frequently used in Donald Trump's Public Speaking is Pathos.

In his last speech before the vote counting day, he tried to persuade and change the audience's thought by affect their emotions in way he raised the negative issues of his opponent, Hillary Clinton. He raised negative issues of the previous government which is Obama's period. He connected his opponent to issues that happened in Ohio, on that time during Obama's period. He wanted the audience to be hook on these issues to raise the emotions of the audiences, and when the audiences has been provoked, they will show their sympathy to Donald Trump and begin to believe that he is the one who can change America by using a new approach in all aspects of the state administration.

From all explanation above the researcher concluded that Donald Trump had a dominant character who manipulates more material process mostly used "I" and "we" pronouns, more provocative and blame the policy of Barrack Obama and worried that Hillary Clinton would make an economic downturn in the USA. The most persuasive technique used of Donald Trump's public speaking was constructed by knowing the hot worried issues for the audiences' affiliation with groups as well as from insight into rising the audience emotion to get the audience's beliefs, and values towards him, it was Pathos.

E. CONCLUSION

This study was conducted in order to identify about what types of persuasive technique used by Donald Trump's public speaking and what persuasive technique type that is most frequently used. The researcher identified that three types of persuasive technique used in Donald Trump's public speaking. First is logos, in Donald Trump's public speaking, he used logos to prove that his statements are based on fact or logic. Second is ethos, Donald Trump used ethos to show the audience his credibility intelligent and benevolent president candidate. The last is pathos, it used by Donald Trump to evoke the emotions of the audience towards the arguments he expressed during the speech.

Furthermore, from those two speeches, 429 sentences have been found as the data in this study. From 429 sentences found, there are 207 sentences contain *pathos* in those two speeches showed emotional expression. In the second place is *ethos*, there are 164 sentences contain ethos showed credibility proof in the speeches. Then there are 58 sentences contain *logos* showed logical proof in both speeches. From the data, the researcher found out the persuasive technique that is most frequently used by Donald Trump in his public speaking was Pathos, persuading by appealing to audience emotions.

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