

Persuasive Techniques in Okonjo-Iweala's Speech: A Study of Quasilogical, Presentational, and Analogical Strategies

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ABSTRACT

Persuasion is an important aspect of giving a speech. It can be achieved through various persuasive strategies. Past studies related to persuasion have predominantly focused on male politicians' inauguration, presidential campaigns, and legislative debates, however, not many have focused on speeches delivered by reputable female leaders. Thus, the present study aims to examine the persuasive strategies employed by Okonjo-Iweala in her 2021 International Women's Day speech. This speech was analysed using Johnstone's (1989) persuasive strategies and the findings showed that she utilised quasilogical (60.86%), presentational (34.79%) and analogical (4.35%) strategies of persuasion in her speech. In other words, quasilogical strategies were used most frequently compared to the other strategies and were expressed through enthymemes, syllogisms, and subordinate clauses (result, conditional, and causal clauses) to relate premises to conclusions in her speech. It was then followed by presentational strategies when Okonjo-Iweala involved her audience and aroused their emotions through the use of rhetorical deixis, repetition, and parallelism in her speech. She also reminded her audience of the importance of gender equality in trade, economics, and leadership with the use of an analogical strategy. This study hopes to contribute to the field of women's discourse in social practices and persuasive discourse in leadership.

Keywords: persuasive strategies; persuasion; speech; women; discourse

INTRODUCTION

Persuasion is an important aspect of human communication, especially in leadership communication in terms of teamwork and collaboration efforts. Dellaert (2017) defines leadership as a collaborative social process that leads to organisational goals being directed, aligned, and committed to. The organisation consists of people with different agendas, values, visions, and needs. Thus, it is essential to lead everyone towards the same goal of the organisation. In order to achieve harmony and teamwork within the organisation, the leader plays a vital role to get

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everyone on board with their vision for the organisation. However, in the absence of effective persuasive strategies, a leader cannot engage and involve his or her members to realise his or her vision.

To gain a better insight as to how a leader should employ the necessary persuasive strategies, it is important to first understand the definition of persuasion. Persuasion is the action or process of convincing someone to do or believe something. Beebe and Beebe (2018) and Gass and Seiter (2018) explained that persuasion relates to the action that changes, creates, reinforces, destroys, or modifies an individual's or group's beliefs, attitudes, behaviours, motives, or actions. Despite the existing definitions of the term, for the purpose of this study, persuasion is focused on the aspects of ideas, beliefs, and values that are being challenged, changed, and modified.

With that understanding, there are a few frameworks related to persuasion such as Critical Discourse Analysis, Discourse Historical Approach and Aristotle's Mode of Persuasion, however, for this study, Johnstone's (1989) framework is utilised. Her framework explains that persuasive discourse strategies are a set of choices from which a speaker chooses a suitable persuasion tactic or combination of them in a specific scenario. Speakers may opt to reason, display emotions or threats, narrate, or simply reiterate until the other party caves in. The wide range of viable options for persuasion are referred to as persuasive strategies by Johnstone (1989). This framework consists of three strategies and each strategy is explained in detail including the techniques used within the strategy.

The first strategy is the quasilogical strategy. Quasilogical persuasion seeks to convince the hearer, thus, making it hard to reject the arguer's conclusion (Johnstone, 1989). This strategy draws from syllogistic reasoning based on formal reasoning or mathematics—the principle of transitivity. Using appropriate structure and words of formal reasoning, persuaders manage to create an impression that their arguments are irrefutable. This strategy can be realised through the use of techniques such as syllogism, enthymeme, and subordinate clauses. Johnstone (1989) showed that quasilogical arguments contain subordinate clauses, such as causal clauses, result clauses and conditional clauses, linked by logical connectives such as therefore, hence, and thus, to relate premises to conclusions. These linguistics techniques, which can strengthen persuasion to achieve social changes, were investigated in the speech of this study.

The second strategy is the presentational strategy. Presentational persuasion seeks to make one's point as visible to the audience as possible by reiterating and drawing aesthetic attention to it. Presentational persuasion utilises the rhythmic flow of language. Audience is swept along by parallel clauses linked in coordinate sequence. Presentational strategy employs various techniques such as visual metaphor, rhetorical deixis, repetition, and parallelism to engage the audience and create involvement. Presentational discourse uses rhetorical deixis (Lakoff, 1974) in relation to ideas. There are three types of deixis, namely the personal deixis (e.g., I, you, we), spatial deixis (e.g., here, there, this, those) and temporal deixis (e.g., now, then, soon). Repetition and parallelism technique includes repetition of words (e.g., anaphora, epistrophe), repetition of sounds (e.g., alliteration, assonance, consonance) and parallel structures (e.g., parataxis, antithesis, isocolon). Presentational discourse, as opposed to the denser style of quasilogical discourse, is distinguished by characteristics that foster interpersonal interaction.

The third persuasive discourse strategy is analogy (Johnstone, 1989). Analogical persuasion employs storytelling to educate and remind the audience of time-tested values and traditional wisdom. Analogical persuasion uses stories or other methods of drawing parallels between previous situations and the current ones through proverbs and maxims. Analogical arguers convince their listeners by making "lateral, abductive leaps" between previous issues and current

events (Johnstone, 1989, p. 149). Analogical persuasion uses folktale language, with formulaic expressions like "once upon a time" to initiate the narration. This study examined Okonjo-Iweala's speech to see if analogical strategy was employed to achieve persuasion through narrative education and reminder.

Having understood the strategies in the framework, it is essential to gain insights into the past studies related to (i) political leaders employing these strategies, (ii) women utilising these strategies in their speeches and (iii) the use of persuasive strategies in other contexts (besides in political speeches).

PAST STUDIES ON PERSUASION

The existing literature on persuasion has mainly focused on political contexts such as presidential inauguration, campaigns, and analysis methods (whether it was Aristotle's three means of persuasion, Johnstone's three persuasive strategies, Searle's speech acts, critical discourse analysis, stylistics analysis, genre and move analysis). Tanko et al. (2021) analysed Muhammadu Buhari, the President of Nigeria's speech entitled Save Our Great Nation from Total Collapse in 1984. In his speech, he utilised all three strategies of Johnstone's framework (which was explained earlier) and the presentational strategy was employed the most in order to move his audience and win their support. Followed by that, in Faris's (2017) study, he used critical discourse analysis, speech act theory and Johnstone's (1989) linguistics persuasive strategies to analyse persuasion and political ideologies in the discourse of Nelson Mandela. The findings showed that Johnstone's three persuasive strategies (quasilogical, presentational and analogical) were used collaboratively with Searle's speech acts (assertive, directive, commissive, expressive and declarative) to strengthen the social act of persuasion in the speeches. Notably, most of the studies displayed an overemphasis on male politicians and not much on women. Hence, this present study attempts to undertake research on analysing the use of persuasive strategies in a female leader's speech.

Most past studies on women's speeches focused on their campaign speeches. For instance, Darweesh and Mehdi's (2019) study examined Hillary Clinton's campaign speeches for her presidential election using Johnstone's framework. They found that Clinton also employed all three strategies (i.e., quasilogical, presentational and analogical strategies) in her speeches in order to gain support from her voters. Besides that, in Putri and Panjaitan's (2021) study, they analysed Michelle Obama's speech at the "Hillary for America" campaign event in 2016 and showed that all three persuasive strategies of Johnstone's framework were utilised effectively, mainly on logical and repetitions strategies in order to convince her audience to vote for Hillary Clinton. What seemed to be evident here is that not many studies have looked at non-campaign speeches by females.

Aside from the political contexts, persuasion was also studied in the contexts of school debates, ceremonial speeches, and English translation of Qur'an verses. For instance, Balakrishnan (2019) studied the argumentative structure and persuasion strategies in school English debates, and he found that presentational strategy was the most used in the debates followed by quasilogical and analogical strategies from Johnstone's framework. The findings indicated that the use of argumentative structure and persuasive strategies help to make persuasion arguments more effective. Further, Aldahshan (2020) examined the use of persuasive strategies in the English translations of the surah Al-Baqarah in the Holy Qur'an. In this study, he found that the speech acts of assertive, directive and commissive were used together with quasilogical, presentational and analogical strategies. Whereas Sharif and Abdullah (2014) employed genre analysis, critical

discourse analysis, and systemic functional linguistics theory in examining the persuasive discourse of Mother Teresa’s ceremonial speeches. The findings demonstrated that Mother Teresa used emotional appeals, followed by logical appeals in her speeches through repetition and narration.

Nonetheless, there is a paucity of studies exploring persuasion in women’s leadership communication. Thus, this study hopes to bridge the gap in the body of literature on women’s leadership communication by conducting a study on the use of persuasive strategies by female leaders. This study purposively selected Ngozi Okonjo-Iweala’s speech, particularly focusing on how language and persuasion are utilised appropriately in the context of her speech. In other words, this study is keen to examine the persuasive strategies that Okonjo-Iweala employed in her opening speech virtually for World Trade Organisation’s International Women’s Day 2021.

METHODOLOGY

This study employed a qualitative descriptive approach in examining the persuasive strategies of Okonjo-Iweala’s 2021 International Women’s Day opening speech. Ngozi Okonjo-Iweala is a Nigerian-American economist, global development expert, environmental sustainability advocate, and fair trade leader. She served twice as Nigeria’s Finance Minister and was a development economist at the World Bank for 25 years (Center for Global Development, n.d.). Serving since March 2021, she is the Director-General of the World Trade Organisation (WTO). With her qualification and knowledge, she leads the WTO to achieve the organisational goal of fair, open, non-discriminatory, transparent, supportive, women-inclusive, digital trade among its members.

The datum of this study was selected from Okonjo-Iweala’s (2021) opening speech at the WTO’s virtual event with the theme “Women in leadership: Achieving an equal future in a COVID-19 world” during the International Women’s Day 2021. This only speech consisted of 1510 words, and it was available on WTO’s official website (https://www.wto.org/english/news_e/spno_e/spno2_e.htm).

The speech was analysed based on Johnstone’s (1989) three persuasive strategies (and a summary of the strategies and techniques can be seen in Table 1). The speech was read thoroughly and examined whether the techniques related to each strategy were used.

TABLE 1. Johnstone’s (1989) persuasive strategies and techniques

Persuasive Strategy	Description of the strategy	Techniques of the strategy
Quasilogical Strategy	Quasilogical strategy focuses on logical reasoning.	i. mathematical notion of transitivity or syllogistic reasoning ii. logical connectives (e.g., hence, thus, therefore) iii. subordinate clauses that relate premises to conclusions, such as conditional clauses, result clauses and causal clauses iv. enthymemes (deductive reasoning)
Presentational Strategy	The speaker engages the audience and arouses their emotions.	i. repetition (i.e., anaphora) ii. parallelism (i.e., antithesis) iii. paraphrasing and calling attention to claims iv. visual metaphors (e.g., look, see, behold) v. rhetorical deixis vi. imagery

Analogical Strategy	Analogical persuasion focuses on educating the audience on time-tested values and traditional wisdom.	i. storytelling ii. formulaic language (e.g., that reminds me of..., you know that what they say) iii. words/proverbs of ancestors iv. timeless and placeless past events with the expression “once upon a time”.
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In addition, peer debriefing (Mertens, 2014) was utilised in this study to validate the interpretations and analysis of data ethically. The coding, interpretation and analysis of the speech were discussed with two inter-raters who were working in reputable universities with more than five years of working experience in the field of applied linguistics, especially in discourse analysis. There were some discrepancies such as disagreement when identifying certain techniques. For instance, the inter-raters felt that all sentences with pronouns “you”, “we” and “they” should fall under the presentational strategy, however, the researcher did not feel that way as not all pronouns were related to persuasion, for example, “you” in “thank you”. After further discussion and examination, both the inter-raters and researchers were able to come to an agreement that the deixis identified should always be related to persuasion. In sum, inter-raters agreed nearly 98% to all the strategies and techniques that were identified by the researcher in the speech.

FINDINGS AND DISCUSSION

The finding of this study is presented according to Johnstone’s (1989) three persuasive strategies, followed by a discussion of each of the strategies.

QUASILOGICAL STRATEGY

The first strategy that was most evident in this study is the quasilogical strategy (60.86%). This strategy is presented based on these techniques: (i) enthymeme, (ii) conditional clause, (iii) causal clause, (iv) result clause, and (v) syllogism. What seemed interesting from these techniques is that enthymeme, conditional clause, causal clause, and result clause shared the same percentage (i.e., 13.04%) and syllogism was 8.70%. It should be noted that in general, the quasilogical strategy helps persuaders to create an impression that their arguments are logically irrefutable due to the use of formal reasonings (Johnstone, 1989).

ENTHYMEME

The first technique of quasilogical strategy is enthymeme. This strategy focused on inductive reasoning. Enthymeme refers to an incomplete syllogism in which part of the argument is left unstated leaving the audience to implicitly infer the missing premise. The missing premise is usually agreed upon as common sense or based on the background knowledge of the crowd. From Okonjo-Iweala’s speech, she utilised enthymeme three times in the speech. One of the examples of enthymemes can be seen in the excerpt below:

In Africa, for example, almost 90% of employed women work in the informal sector. These women workers are hurt the most because they are likely to have lost their only source of income and been left with no social and legal protection.

The explicit premise in the enthymeme above was how more women had to work in the informal sectors. These women were more negatively affected by the COVID-19 pandemic as they had lost their incomes. Followed by that, the hidden premise from this excerpt also indicated that working in these informal sectors did not guarantee them any protection which made it hard for these women to survive. The implicit premise was not mentioned directly as the speaker knew that the audience would be able to share this sentiment with her. Also, Okonjo-Iweala continued to provide clear reasons for her explanation with relevant citations, which can be seen below.

The unjust treatment of working in the informal sector was proven by International Labour Organisation (2003) as informal employment do not subject to national labour legislation, employment benefits, and income taxation. Hence, such employees, the majority of whom are women, work without secure contracts, benefits, or social protection.

The use of enthymeme was also evident in some past studies. For instance, Faris (2017) found that Mandela used enthymemes in his *No Easy Walk to Freedom* speech to achieve quasilogical persuasion based on reasonings. The use of reasoning through enthymemes helped to encourage his audience to understand the importance of political freedom in South Africa. Also, Tanko et al. (2021) reported that President Buhari used enthymemes in his speech to achieve solidarity and cooperation with the people of Nigeria. Thus, it is apparent that leaders tend to use enthymemes in their speeches as it acts as a powerful tool to achieve logical persuasion with their audience.

CONDITIONAL CLAUSE

The second technique of the quasilogical strategy is the conditional clause. Okonjo-Iweala employed three conditional clauses (13.04%) throughout her speech to achieve persuasion. For example, “McKinsey estimated that *if* women played a fully equal role to men in the labour market, global economic output could increase by as much as \$28 trillion per year.” Over here, she gave an estimation based on McKinsey’s consulting firm that advises on strategic management to corporations and governments. Based on the premise, she indicated that if women were involved equally as men in the labour market, the outcome of the economy would have increased nine-fold. Also, another example of a conditional clause was evident in her speech when she said that “*We cannot expect to make good policy for all members of society if half of the population is not properly and equally represented at the table.*” This premise clearly tells that women have been unrepresented. Her logical connection to her explanation in the speech was established by the connector “if” and convinced her audience that women should be equally involved in policymaking decisions.

The technique of conditional clauses used to achieve quasilogical persuasion was also observed in Balakrishnan’s (2019) study. The logical connector “if” appeared four times in the debaters’ arguments to establish a logical connection to the connectors. Also, Tanko et al. (2021) indicated that President Buhari used conditional clauses “if” in his speech to form persuasive messages with his audience—similarly to what Okonjo-Iweala did with her audience in her speech. What seemed apparent with this clause is it is an effective persuasion method that can be used widely in many persuasive situations.

CAUSAL CLAUSE

The third technique of quasilogical strategy is the causal clause. Okonjo-Iweala employed 13.04% of causal clauses in her speech. The use of this clause helped to create a rhetorical argument that appeared to be irrefutable due to the logical reasoning in her speech. One way she did this was to explain why women suffered more in the pandemic than men in the following example: “*as family incomes fell, many girls stayed home [even] when schools [were] reopened, or went to work*”. She explained that these girls were forced to stay at home or work despite the fact that schools have been reopened, as they had to help their families due to the pandemic. She provided a premise of cause (i.e., the family’s income has failed) and explained the reasons for that cause (as the girls had to stay at home or work) that resulted from that cause. Clear, she used quasilogical strategy to help her audience to understand the cause and effect of the pandemic on women. Another example of causal clauses can be observed in the excerpt below:

Finally, women face greater health risks **as** they work more in areas such as health and social care, sales of food and other necessary goods. In certain countries (Italy, Spain, and the US), a higher proportion of women healthcare workers (69%, 75.5%, and 73% respectively) were found infected with COVID-19 ... one possible reason is that personal protection equipment has been designed to fit for men and even the smallest size is too big for some women.

In the excerpt above, Okonjo-Iweala gave reasons why women healthcare workers faced greater risks than men. This technique again demonstrated the causal link between the premise and explained the cause of it by providing relevant reasons.

It should be highlighted that this technique was also frequently employed by President Buhari in his speech as reported by Tanko et al. (2021). President Buhari employed causal sentences in his speech to create a compelling argument based on a cause-and-effect relationship related to the economic issues in Nigeria. Further, Faris et al. (2016) explained that Mandela utilised causal clauses in his speech to urge his audience to consider the effect of inhuman and racial policies. It is obvious that causal clauses are a prominent technique in quasilogical strategy to convince the audience of the cause and effect of an issue.

RESULT CLAUSE

The fourth technique of quasilogical strategy is the result clause, which accounted for 13.04% as well. In this technique, Okonjo-Iweala utilised an example (i.e. the Enhanced Integrated Framework and International Trade Centre) in her speech which can be seen in the excerpt below.

In Zambia, the Enhanced Integrated Framework and the International Trade Centre helped women-owned businesses selling textiles, leather, and honey to attend trade fairs and other B2B activities. The **result**: they were able to break into 10 new international markets and generate hundreds of thousands of dollar’s worth of new sales. They also expanded their supplier networks, and many of those new suppliers were also run by women.

Her reference to an example helped to provide a logical link to her persuasion on the significance of such intervention initiated by governments to help women in trades.

The usage of the result clause was also evident in Aldahshan’s (2020) study with the use of “thus” in the translated texts. In other words, this technique helps to achieve quasilogical persuasion through logical reasonings of logical connectives in result clauses.

SYLLOGISM

The fifth technique of quasilogical strategy is the syllogism. This technique focused more on deduction reasonings that encompass both major and minor premises, as well as a conclusion. Syllogism was employed twice (8.70%) in Okonjo-Iweala's speech. One of the examples of this technique can be seen in the excerpt below:

Why has the recession caused by the pandemic had such a disproportionate impact on women? First, women are overrepresented in sectors that have been more negatively affected than others. This includes jobs requiring in-person contact, such as food service and retail—sectors that either shut down or became much riskier.

The major premise in the syllogism above was on women being overrepresented in sectors that seem to have more of a negative impact on them, whereas the minor premise was on how these sectors were shut down or became riskier due to the pandemic. The conclusion drew from the premises was that the recession caused by the pandemic had a higher negative impact on women. In other words, her speech indicated that women were more negatively affected by the COVID-19 pandemic than men. She also provided explanations and data to support her claim in her speech by highlighting the sectors that affected women. It is evident that Okonjo-Iweala prepared and presented her points eloquently to convince her audience of the importance of gender equality.

Syllogism is a technique that is generally used by politicians in their speech to achieve persuasion, as reported in Faris (2017) and Tanko et al. (2021). Mandela in Faris's (2017) study utilised syllogisms to persuade his audience on the rise to fight against white supremacy that seemed to cause racial segregation and injustice in South Africa. From the study, the first premise was the spread of the ideology of white supremacy, followed by the minor premise that was the violation of human rights due to white supremacy, and the conclusion was to end racial domination caused by white supremacy. Mandela utilised syllogisms to persuade his audience to support the idea of ending European domination for freedom and justice. Similarly, President Buhari in Tanko et al.'s (2021) study employed syllogisms to convince the Nigerians to fight against corruption so that social rights and justice would be secured. It seems apparent that syllogism is an important persuasion technique used by leaders in speeches.

PRESENTATIONAL STRATEGY

Despite her frequent use of the quasilogical strategy in her speech, Okonjo-Iweala also occasionally used the presentational strategy (34.79%). According to Johnstone (1989), this strategy can be achieved by reiterating, rewording, and drawing aesthetic attention to the speech. It is predicated on the idea that being persuaded means being touched and swept along by a rhythmic flow of sounds and words, similar to how people are carried along by poetry. From this presentational strategy, the techniques that were used in Okonjo-Iweala's speech were rhetorical deixis with 21.74% followed by repetition (8.70%) and parallelism with 4.35%.

RHETORICAL DEIXIS

The first technique in presentational strategy is rhetorical deixis. Rhetorical deixis is a word or phrase that points to the person, place, situation, or time to which a speaker is referring. There are three types of deixis, namely the personal deixis (I, you, we), spatial deixis (there, this, those) and temporal deixis (now, then, soon). Rhetorical deixis, according to Johnstone (1989), connects the

spatial and temporal realms to ideas that create involvement “in the way good poetry does” (p. 148). In other words, it brings a sense of belonging and involvement that connects the audience to the ideas in a speech, done in a poetic manner that moves the audience’s heart. What seemed so evident from Okonjo-Iweala’s speech is that rhetorical deixis was used five times (21.74%) and an example of rhetorical deixis can be seen below:

Today is **my** first International Woman’s Day as the WTO Director-General ... **I** wish to focus **my** opening remarks **today** on what the WTO can do to help address these challenges. But **I** am keenly aware that achieving gender equality is also one of the top priorities for the Secretariat itself, and **we** will find an occasion **soon** have a focused discussion on gender issues...

Okonjo-Iweala employed temporal deixis (today) and personal deixis (I, we) in the excerpt above. Temporal deixis “today” was used to remind the audience that the focus of her speech would be on women as the day the speech was delivered was International Woman’s Day. Also, personal deixes were used as many as five times in the excerpt above such as “my”, “I” and “we”. The personal deixes were utilised to set the theme for the event and remind her audience of her role as the WTO Director-General in addressing the challenges faced by women during the pandemic and issues of gender equality. She connected her audience with these deixes as a reminder of her authority in WTO and her promise to help women in trade. Okonjo-Iweala also employed the temporal deixis “soon” in the excerpt above to inform her audience of the structure and themes in her speech. She implied that she would discuss gender equality after talking about challenges faced by women in COVID-19 and WTO’s measures to help these women. She used presentational persuasion to involve her audience in her speech. Another example of this rhetorical deixis is seen below:

Now, unless **we** act quickly, the pandemic’s disproportionate impact on women could last for decades. ... Until **we** have successfully tackled health challenges for everyone, **we** cannot tackle economic ones. ... **We** should all work harder in **our** respective roles to achieve complete gender equality.

The use of temporal deixis “now” was used to tell her audience that no time was better to act than now. The effect of gender inequality on the economy was so huge that no time could be wasted anymore. Okonjo-Iweala urged that instant actions could be taken to mitigate the impact of gender parity. The use of personal deixis “we” was to get her audience involved in the speech and act together towards the one purpose of curbing the issue of gender inequality.

The use of the pronoun “we” is a very powerful tool in promoting a sense of responsibility towards an issue and intimacy with the audience to act together (Alkhaldeh, 2021) which was evident in Okonjo-Iweala’s speech. Personal deixes have been proved to be an effective persuasive tactic by numerous studies (i.e., Pennycook, 1994; Partington, 2003; Hyland 2004). Okonjo-Iweala used more pronoun “we” in her speech compared to the other pronouns (e.g., I and you) which seemed to concur with Zheng’s (2000) and Alkhaldeh’s (2021) studies. The use of pronoun “we” helps Okonjo-Iweala to engage with her audience to make a positive impression of intimacy and involvement that they should join hands with her team in the battle against gender inequality. The pronoun “we” creates an atmosphere of belonging and responsibility within the audience to gain their support towards the issue. Similarly, in Alkhaldeh’s (2021) study, the Jordanian government utilised the pronoun “we” 88 times throughout their speech in order to gain citizen’s support and allegiance and to have them trust the government’s decisions on the matter. On the other hand, Putri and Panjaitan (2021) found that Michelle Obama favoured the use of temporal deixis “now” in her speech to establish a sense of belonging and togetherness with her audience in

the Hillary Clinton's campaign. Thus, it is evident that the use of rhetorical deixis is significantly important in achieving presentational persuasion in speeches.

REPETITION

The second technique that is used in the presentational strategy was repetition. Repetition is an important process of persuasion that is used to attract attention and emphasize the meaning of the speaker (Tannen, 1989). Repetition is a literary device that deliberately uses a word or phrase more times in order to show the effect in the text. Further, repetition helps to bring clarity to a topic discussed (Mulholland, 2015). In Okonjo-Iweala's speech, she repeated "too" two times and an example of it can be seen when she said that "*Even before COVID-19, progress towards gender parity had been **too** slow, **too** uneven.*" What seemed apparent from this example is that she emphasised how ineffective and inefficient the progress towards gender parity had been. She aroused her audience emotionally through the repetition of words in order to capture her audience about the unsolved issue of gender equality.

The second example of repetition can be observed when Okonjo-Iweala employed anaphora in her speech. Anaphora is one of the types of repetition. Anaphora refers to the repetition of a word or phrase at the beginning of successive sentences. For instance, Okonjo-Iweala repeated the word "between" three times in the excerpt below:

The COVID-19 pandemic has deepened inequalities of every kind.
Between countries with money to spend on vaccines and economic relief, and those that cannot.
Between workers who must risk their health every day, and those who can safely work from home.
Between big firms and small businesses.

Okonjo-Iweala repeated the word "between" to show comparisons of how the pandemic has affected everyone in different situations, particularly on how these wealthy countries can afford vaccines and provide support to their citizens during the pandemic, and how the poorer countries may need to wait much longer to reach crowd immunity. Further, she highlighted that some workers cannot work safely during the pandemic and small enterprises are in debt or at risk of bankruptcy due to the COVID-19 impact. Her delivery was done in a poetic manner to arouse her audience's emotion and to highlight how the pandemic has affected different parties to varying degrees. Hence, the repetition helped to make the message memorable and impactful. The poetic and rhythmic delivery of the message aided to achieve presentational persuasion.

This technique was also employed by speakers in studies of Faris et al. (2016) and Alkhalwaldeh (2021). Mandela in the study of Faris et al. (2016) repeated the word "our" in his speech to encourage the audience to rally around their leadership and be involved in the unjust racial system in South Africa. Whereas the Jordanian politicians in Alkhalwaldeh's (2021) study repeated the word "protection" to highlight the importance of adhering to the safety and health measures of COVID-19 to the Jordanian community. What seems apparent from all these leaders above including Okonjo-Iweala is that they employed repetition effectively in their speeches to create a sense of involvement with their audiences through the presentational persuasive strategy in their speeches.

PARALLELISM

The parallelism technique employed by Okonjo-Iweala was the antithesis. Antithesis is a figure of speech that refers to the juxtaposition of two contrasting ideas through a parallel grammatical structure (Ruzibaeva, 2019). Okonjo-Iweala used antithesis when she said that “*temporary school closures made fathers step up a little, but mothers stepped up much more.*” This example clearly showed how different it was for both parents to step up during the school closure due to COVID-19. The contrasting genders, in this case, were the father and mother, while the contrasting amount of effort they had to give in were phrased as “a little” and “much more”. The clauses were parallel as they started with the polar opposite noun, followed by the same verb, and ended with opposite adverbs. Okonjo-Iweala used this technique to show how much women had to sacrifice as compared to men for their families. The antithesis structure was rhythmic and poetic, which can strike her audience in how distinct the sacrifices of both genders were to their families.

This technique was also used by other famous politicians. For instance, Abraham Lincoln used antithesis in The Gettysburg Address when he said that, “*the world will little note, nor long remember what we say here, but it can never forget what they did here*” and John F. Kennedy in his inaugural address of January 20, 1961, said that, “*we observe today not a victory of party but a celebration of freedom—symbolizing an end as well as a beginning—signifying renewal as well as change*” (Farooque, 2021). This technique clearly tells how important it is to use words creatively in achieving presentational persuasion.

ANALOGICAL STRATEGY

The last strategy that was apparent in Okonjo-Iweala’s speech was the analogical strategy. She used this strategy once (4.35%) throughout her whole speech. It should be noted that this strategy focuses on storytelling to educate and remind the audience of time-tested values and traditional wisdom. For instance, she employed this strategy when she quoted Dame Graça Machel, the former First Lady of South Africa and Mozambique, who said that “*socio-economic transformation will only be realized once we aggressively address gender-specific challenges, prioritize gender equality and women's participation, and firmly entrench women in leadership positions at all levels in society*”. It is obvious that Okonjo-Iweala reminded her audience about the time-tested values on the importance of gender equality through this quotation. This quotation supported her point of view and strengthened her argument on the importance of gender parity.

Similarly, Darweesh and Mehdi (2019) found that Hillary Clinton quoted another politician, President Roosevelt, in her speech to convince her audience that she wanted to follow the steps of the former president who cared about workers' rights, healthcare, and civil liberties. And in the study of Faris et al. (2016), they found that this strategy could also be realised by quoting scriptures from the bible, as done by Mandela in his No Easy Walk to Freedom speech to raise his audience’s morale. In addition, Alkhalaf (2021) showed that analogical strategy was also achieved from the Holy Quran and Prophet Muhammad’s sayings to persuade the audience. Hence, it is obvious to state that the analogical strategy is an effective persuasive strategy that was widely employed by leaders from different cultural backgrounds and contexts.

CONCLUSION

This study shows that Okonjo-Iweala employed all three persuasive strategies appropriate in her speech within the context. Table 2 shows the frequencies and the percentage of the strategies and techniques used in her speech.

TABLE 2. Frequency and percentage of persuasive strategies and techniques in the speech

Persuasive strategy	Frequency	Percentage (%)	Persuasive techniques	Frequency	Percentage (%)
Quasilogical Strategy	14	60.86	Enthymeme	3	13.04
			Conditional clause	3	13.04
			Causal clause	3	13.04
			Result clause	3	13.04
			Syllogism	2	8.70
Presentational Strategy	8	34.79	Rhetorical deixis	5	21.74
			Repetition	2	8.70
			Parallelism	1	4.35
Analogical Strategy	1	4.35	Quotation	1	4.35
Total	23	100	9	23	100

Quasilogical persuasion was the most frequently used compared to the other two strategies, taking up to 60.87% of the overall persuasion strategies. The techniques of enthymemes and subordinate clauses were also equally used, followed by syllogisms. She used these techniques to relate the premises of her speech in a logical manner. Presentational strategy (34.78%) was employed through rhetorical deixis to arouse her audience's emotions, followed by repetition and parallelism in her speech. Lastly, analogical strategy (4.35%) was employed only once in her speech when she quoted Machel to call for action towards gender equality. Overall, Okonjo-Iweala displayed persuasion through her adequate and proper use of persuasive strategies. She preferred to use rationality and logic in her arguments that were packed with examples, facts and economic statistics in convincing her audience to help women in the pandemic as well to achieve gender equality. She also employed rhythmic and poetic rhetoric to grab her audiences' attention and arouse their emotions to gain their support for gender parity and trade. Her preference for using more quasilogical strategies indicates that it is her preferred style of persuasive discourse, which is more effective and suitable for the occasion.

The limitation of this study was the small sample size of speeches used and analysed. Additionally, this study focused solely on the linguistic aspect of persuasive discourse. Thus, further studies can consider examining and analysing more speeches, particularly from other linguistic features, such as stylistic, genre and move, while focusing on the aspect of persuasion in language. Future research could explore speeches by organizational leaders from various fields, including but not limited to politics, such as medicine, economics, and humanitarianism. This is because persuasion is not exclusive to political contexts only. Besides, future research might explore using other types of persuasion-related theories and frameworks such as critical discourse analysis and speech acts to tackle the persuasive discourse from different perspectives.

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