

Dedications

To my mother, the most splendid flower in my life, my greatest partner, whose abiding, biggest, and unwavering support was always there to brighten my path towards every kind of success in my life.

To my father, the man who has always been there for me, with profound appreciation for your guidance, care, and constant support.

To my sunshine and delight, my sister and brothers, who have always believed in me, and held my hand tirelessly each time I fell.

This work is dedicated to you as a token of my deepest and innermost gratitude for your support, guidance, and love.

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Abstract

The current study is a rhetorical analysis of two selected persuasive TED talks delivered by Ian Bremmer and Peter McIndoe during the annual event of 2023. The study aims to determine whether the two speakers effectively conform to the canons of the classical rhetorical tradition. In this attempt, two main objectives are established. First, it intends to identify the rhetorical proofs deployed by each speaker relying on Aristotle's rhetorical theory (320 B.C./ 1991). Second, it attempts to evaluate their employment of the tenets of classical rhetoric through the lens of Cicero's framework of the five Canons of classical oratory (87 B.C./ 1949), namely invention, arrangement, style, memory, and delivery. To this end, a mixed-methods approach is adopted. Qualitative discourse analysis is used in pursuit of identifying the rhetorical proofs construing each speech, qualitative content analysis of the transcripts and the recorded videos is applied in order to evaluate the use of arrangement and style, memory and delivery, while quantitative content analysis of the texts is used to consider invention. The results reveal that both speakers have used the three rhetorical proofs of ethos, pathos, and logos in their persuasive address, with a slight frailty in McIndoe's logical appeal. While Bremmer has effectively utilized all of the five Ciceronian tenets of rhetoric, McIndoe has efficiently employed the canons of invention, arrangement and style, and has overlooked the canon of memory, which has moderately affected his adherence to the principles of delivery.

Keywords: canons of classical rhetoric, persuasive TED talks, rhetorical analysis, rhetorical proofs.

List of Abbreviations

DA: Discourse Analysis

RA: Rhetorical Analysis

RST: Rhetorical situation Theory

TED: Technology, Entertainment, Design.

VCA: Video Content Analysis

List of Symbols

(∅): Absent

(√): Present/ used

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General Introduction

1.Statement of the Problem

Communication as a process involves the exchange and transmission of information, thoughts, feelings, and attitudes through certain means to establish mutual understanding and perception of any aspect of social life among different individuals. Bussman (1996) views language as the vehicle through which such an operation takes place. Indeed, relying on various forms of language, day-to-day connections are established among the individuals of a society, and speech stands as a primary form of this latter. In fact, speech, in both its written and oral form, is an essential and relevant tool of communication through which human beings seek to establish social relations, motivate change, alter decisions, express needs, and educate the masses.

From ancient Greece and Rome until today, public speaking is considered one of the most powerful means of communication upon which important figures in history have always relied to share their opinions, either politicians, educators, lawyers, or even influencers. The classical Greco-Roman thinkers viewed public speaking as an art called 'Rhetoric' or 'Oratory', and Plato's student Aristotle is considered as the very first Greek philosopher to write about this art in his treatise entitled 'On Rhetoric' (320 B.C.), seeking to provide a better understanding and practice of any oratory.

What remains evident is that an effective speech is not only a matter of content but also of an auspicious and mature organization and filtering of what an audience needs to hear, and a considerable weighing of the best strategies to dive into their minds as well. That is to say, an orator should consider not only the relevance and novelty of his content but also the audience's age, level, culture, and understandings of the targeted issues so as to be able to reach their apprehension in the most appropriate and effective way. Marcus Tullius Cicero, a great Roman orator, in his work 'De Inventione' (87 B.C./ 1949), expands the Greek perceptions of 'Rhetoric' and coins it with a set of principles and tenets, which he assumes are necessary for an orator to

be efficient in his public address. These principles are known today as the five canons of classical rhetoric. They represent an overlapping division of any piece of rhetoric into five major strategic patterns: invention, arrangement, style, memory, and delivery (Booth, 2004).

Although classical traditions and views of rhetoric are antediluvian and can be traced back to millennia, numerous public speakers of the twentieth and twenty-first centuries are still, in some way or another, adopting such reasoning when crafting their public address. This can be noticed in several public speeches that are disposed to the world through non-profit communities that aim to spread ideas and persuade large amounts of audiences in various themes. A widely popular community today is the “TED Talks” community, and rhetoric in this latter has been widely studied as well and is to be studied in our inquiry.

In the field of communication studies, the rhetorical analysis of various types of discourse has a prominent and significant interest. Many researchers have adopted classical rhetorical theories as frameworks to achieve different aims in their social studies. For instance, at the University of British Columbia, Montalbetti (1969) conducted a study where he analyzed a selected number of political speeches delivered by Mr. Green in the Canadian House of Commons, relying on Cicero’s canons of classical rhetoric. The findings revealed that Mr. Green has relied on invention through emotional and ethical approaches, he has effectively employed arrangement with a simple style, and has distinctly adhered to the precepts of memory and delivery in different speeches. Moreover, Combs (2000), at the University of Nevada in the United States, carried out research where he applied the canons of classical rhetoric to different television programs. His study revealed that the canons are an interesting method for the study of advertisements where invention determines the methods used, arrangement applies for the program’s duration, style and delivery stand for the way the spectators are reached, and memory applies for the way to keep the programs unforgettable in the audience’s perceptions. In Indonesia, Haming and Djamereng (2021) conducted a study, which is a rhetorical analysis of

President Trump's political speech on Qasem Suleimani's murder, through an investigation of his use of the five canons of classical rhetoric to shape his message to the audiences; their inquiry revealed that President Trump has adhered to all the classical standards of rhetoric in his speech. In Jordan, at Philadelphia University, Amaireh (2023) analyzed King Abdullah's speeches during the pandemic of COVID-19 in order to investigate his use of Aristotelian rhetorical appeals; the results of her study showed that King Abdullah has employed ethical appeals, direct and indirect emotional appeals, and the logical mode of persuasion as well.

At the University of Tizi-Ouzou, only one study was conducted by Mahmoudi and Meghezi (2022). It was a rhetorical analysis of two selected motivational speeches by Brendon Burchard, and they examined his use of the Aristotelian appeals as well as the rhetorical situations of these two discourses in their written version. They found that all the three rhetorical situation components were present in his speeches, in addition to the fact that this speaker has employed four Aristotelian modes of persuasion namely, ethos, pathos, logos, and Kairos. However, the current study is peculiar since it does not only examine an orator's textual discourse, but it also considers his performance and paralanguage as well. In other words, it is an attempt to scrutinize the rhetorical proofs and evaluate the use of the classical precepts of oratory by two distinct speakers in their persuasive "TED Talk" presentations, namely Ian Bremmer's "The Next Global Superpower Isn't Who You Think" (2023), and Peter McIndoe's "Birds Aren't Real? How a Conspiracy Takes Flight" (2023). To do so, Aristotle's rhetorical appeals (1356a) as well as Cicero's framework of the five canons of classical rhetoric (1949/87 B.C) are to be the lens of our analysis.

2.Aims and Significance of the Study

This study aims to understand the practice of classical rhetoric in modern communication, and more specifically in the TED talks context, through an evaluation of the

employment of the five classical standards of rhetoric in two renowned persuasive TED talks, which share significantly varying audience metrics on social media. More precisely, two main objectives are to be achieved. First, it aims at investigating the rhetorical proofs that are used in the selected talks, relying on Aristotle's three modes of persuasion (1356a), namely, ethos, pathos, and logos, which he developed in his treatise "On Rhetoric" (320 B.C). Second, it strives at evaluating the two speakers' employment of invention, arrangement, style, memory, and delivery as tenets for effective persuasive public speaking through the lens of Cicero's framework of the classical oratory (87 B.C/1949), as they were expanded in his works "De Inventione" (87 B.C) and "De Oratore" (55 B.C).

As a contribution to the field of communication studies and more precisely to the scope of rhetorical analysis, we believe that this study is a great asset. By studying the practice of classical rhetoric in contemporaneous discourse it does not only determine new analytical and foundational frameworks in the scope, but it also showcases a clear understanding of public speaking, and the major components crafting it to be effectively communicated, especially in its persuasive genre. Hence, hopefully, this study would be of great benefit to students struggling with their oral presentations and aiming to delve into the field of rhetorical discourse analysis.

3. Research Questions and Hypotheses

In order to achieve the previously set objectives, two major questions are raised:

1. What are the main rhetorical proofs employed by Bremmer and McIndoe to persuade their audiences?
2. Is there any difference or accordance in the speakers' use of the five canons of classical rhetoric in their public presentation of the TED talks?

The following hypotheses are suggested as answers to the aforementioned questions:

1. Both Bremmer and McIndoe are likely to use ethos, pathos, and logos in their persuasive addresses.
2. While Bremmer is expected to make an effective use of the five tenets, McIndoe appears to neglect the canon of memory, which may unfavorably affect his delivery.

4. Research Techniques and Methodology

The current study embodies both quantitative and qualitative research methods since it aims at providing an in-depth analysis of the talks' transcripts, which are collected from the official website of the TED community, as well as the two videos' contents, which are downloaded from their YouTube channel. Therefore, the first research technique used in our study encompasses a qualitative discourse analysis of the transcripts in order to inquire into the rhetorical proofs employed in each speech. Seeking to inquire into the first canon of invention, each speech's content is quantitatively analyzed through the statistical method. The qualitative content analysis is utilized as a procedure to inspect the use of arrangement and style. Finally, video content analysis of the two recorded public presentations is employed so as to collect and analyze data in relation to the two last canons of the adopted framework, namely memory and delivery. Besides, since the research entails a case study of two specific TED talks, it basically adopts a corpus-based approach.

5. Structure of the Dissertation

The dissertation adheres to the simple traditional model. It encompasses a general introduction, four distinct chapters, and a general conclusion. The general introduction consists of five sub-sections that capture the stated problem, the research questions and objectives, as well as the study's methodology and overall structure. The first chapter, namely the "Review of

the Literature”, entails a consideration of notions related to the scope of the study along with previously existing works. The subsequent chapter, “Research Design”, elaborates on the methodological procedures and tools which are used to collect and analyze data. In the third chapter, entitled “Presentation of the Findings”, the results obtained from the collected data of the two analyzed talks are to be presented. The fourth chapter, namely “Discussion of the Findings”, constitutes the interpretation and discussion of the gathered data in relation to the adopted theoretical frameworks. Finally, the dissertation ends up with a “General Conclusion” that supplies a clear summary of the research and suggests potential recommendations for future investigations in the field of interest.

Chapter One

Review of the Literature

Introduction

This chapter embodies the main theoretical aspects of the current study. Hence, it basically highlights key notions related to our research topic, along with the theoretical frameworks upon which the inquiry is built. First, the chapter provides explanations in relation to communication and public speaking. Then, it delineates discourse as well as discourse analysis and provides a brief understanding of classical rhetoric and rhetorical (discourse) analysis. Lastly, the theories underpinning our rhetorical analysis of the two persuasive TED talks, which consist of Aristotle's persuasive rhetorical proofs/appeals(1356a-1377b) and Cicero's framework of the five canons of classical rhetoric (1949) are provided.

I. Communication, Public Speaking and Persuasion

I.1. Defining Communication

Opinions and interpretations of the term “communication” have undoubtedly varied among scholars, but it remains evident that it relates to every process that contributes to the exchange of ideas and thoughts among living beings. According to Fiske (1990), communication can be broadly defined as any “social interaction through messages” (p.2); it is also the process through which information is transferred and mutual understanding among individuals (Keyton,2011). Admittedly, Cheney et al. (2011) maintain that such a description of this latter as an interactive process accentuates the reality that communication does not occur unless a popular and common understanding of the knowledge being exchanged transpires, for instance a concept or topic that deals with chemical solutions and the relationship between the major elements and components of the periodic table cannot be understood among a group of communicators unless they all belong to the same sector of knowledge that is “ the scientific stream”, or at least are

familiar with these notions . According to Mishra (2009), communication is not only limited to the set of uttered and perceived words; it is rather a blend of both verbal and non-verbal cues. In this regard, Leonard (2012) maintains that communication is a process of meaning development through the transmission and reception of verbal and non-verbal signals, which are adjusted in relation to distinct contexts.

For Dimbleby and Burton (1998), communication is a way of expressing one’s ideas and opinions and understanding other people. It is a tool for building connections among individuals in order to survive, cooperate, satisfy personal and social needs, and persuade others about a certain matter. Communication studies, then, clasps the use and examination of media technologies and deals with the production and comprehension of “signs” (Dimbleby & Burton,1998). Thanks to the internet today, the communicative process is functioning at a society-wide extent which conveys its public form to a mass audience, and hence, the interest in studying communication expands to the examination of data dissemination. Alternatively, a researcher “may be interested in the effects of media on people and study persuasion or how public opinion is created and altered” (Pearson et al., 2011, p.20). That is to say, the shifting nature of public communication to a mass one triggers researchers to study the great impact persuaders have on distinct popularities in the world, and how change is motivated in social intercourse.

I.2. Defining Public Speaking

Public speaking is one of the primitive means of human communication. It has been the essence of persuasion in ancient Greece and Rome, as an art for deciphering various decisions and dealing with distinct affairs. Swargiary and Roy (2022) simply define it as an oral presentation held before an audience for the sake of educating, entertaining, and influencing the population. Amaireh (2023) provides a similar definition, where she perceives it as the art that is designed to seek agreement with the speaker’s thoughts,

beliefs, and ideologies. Accordingly, Crick (2014) posits that public speaking is an art acquired through practice, agreeing with Quintilian's annotation that oratory is built upon a certain method by which the uttered words have significance. Besides, Andriyanti (2011) believes that speaking in front of a public requires a thoughtful composition of one's speech. Its preparation involves wording the speaker's ideas and bringing them up in their most organized version. She posits that an oratory takes place due to a certain reason that motivates treatment of the subject, and a speech is then delivered to seek response from the audience. In brief, Nikitina (2011) stratifies public speaking into three major types in relation to its purpose: informative, entertaining, and persuasive speaking.

I.2.1. Informative Speaking

When delivering an informative speech, the orator intends to clearly communicate information and ideas in a way that will enlighten their audience and expand their recognition of a certain subject (McDermott & Wegter, 2012). In other words, an informative speech is designed for imparting an appreciation of a topic rather than impacting the audience's agreement or swaying their attitudes and beliefs to bring them to an expected action. It is planned to either describe, explain, or demonstrate knowledge of a certain topic that the audience ignores (Fraleigh & Tuman, 2014). By way of illustration, an individual may give an informative speech when he is either a teacher explaining new concepts for their students, a coach guiding his team for effective techniques, or a travel agent demonstrating airline policies for their customers. Lucas (2009) posits that accuracy, clarity, and interest are the three major goals that have to be set by a speaker who aims to effectively inform their audience. The auditor, then, has to avoid expressing any personal opinion in his speech (Lucas, 2009).

I.2.2. Speaking to Entertain

As with any other type of speech, an entertaining speech has to be clearly communicated; however, by blending both drama and humor, it encompasses a significantly different and special manner of delivery. According to Bailey (2013), “being an entertaining speaker has much less to do with being funny than it does with using elements of rhetoric and delivery that enhance the audience’s experience” (p.9). Hence, the speaker’s major goal is to stir the audience’s emotions (Schmitz,2012), by embracing their own interests and ensuring a clear and pleasing speech from the start to the end (Bailey, 2013). This type of speech is mainly given in special occasions such as wedding ceremonies, awards show, or even at a conference in its motivational sense.

I.2.3. Persuasive Speaking

Schmitz (2012) defines persuasion as the process a person goes through in order to influence his audience to act differently or alter their thoughts and perceptions of different things and aspects of life. This genre can be found in distinct occasions and sections that aim to alter people’s attitudes and recognition, such as advertisements, product designs, and presidential speeches for election. According to Mack (2013), delivering a persuasive speech is quite a laborious task. It requires a great consideration of all the facets of the situation that brought this oratory into existence. She maintains that:

As an orator, you are attempting to introduce your audience to problems they may not know about, make them realize the error of their ways, and see the possibility for change. Considering that human beings and contexts are incredibly complex, persuasion can be difficult. (p.1)

Indeed, persuasive speaking aims at swaying the cornerstones of who the audience is and how they perceive and do things as individuals. A speaker who carries out an

assertion or calls for a certain action has to underpin his claim with proof and, thus, reasonably build the strongest link between the two with a “warrant”, which is roughly synonymous with the set of clear and appropriate reasons that constitute the rationale of their speech (Jones,2013). According to Andriyanti (2011), persuasive speaking encompasses three distinct intentions: “to convince, to actuate, and to stimulate” (p.1) a certain change in belief or action.

I.3. The Importance of Understanding Persuasion

On account of technological innovation, the world is witnessing an overload of information. Dissenting miscellaneous persuasive messages, we often stand as both persuader and persuaded agents (Schmitz,2012). In this regard, Frymier and Nadler (2006) have set forth three major motives, which stand as a ground for the necessity and importance of learning and recognizing the art of persuasion. They posit that the stepping stone to become an effective and competent persuasive speaker is, actually, the wise understanding and awareness of all the mechanisms and functions that pile this art. Subsequently, they stress that knowledge of persuasion stands as a filter of truth and reason from fallacy and absurdity. Lastly, this knowledge does not only trigger the minds towards critical thinking and measurement of the way all these messages are pointed out, but it also results in weighing and deciding upon what actually deserves to seek reflection.

II. Discourse and Discourse Analysis

II.1. Discourse

The term “discourse” has been distinctly elucidated and understood among various scholars and theorists. For Kramsch (1998), discourse can be simply defined as “a socially accepted association among ways of using language, of thinking, feeling, believing, valuing, and of acting” and stands as a tool for recognizing individuals as members of a

“social network” (p.106). Besides, Brown and Yule (1983) view discourse as the production of any social act (actions or reactions) in a certain circumstance, using both linguistic and non-linguistic cues to convey meaning. Thus, it merely carries the notion of “language in use” (p.1). According to Crystal (1992), discourse is regarded as a constant expanse of language that goes beyond the sentence and constructs a meaningfully coherent section. Agreeably, Cook (1989) describes discourse as purposive stretches of language that are perceived to be unified and significant, and simply classifies this latter as a kind of “language in use for communication” (p.6). Therefore, discourse can be defined as any spoken or written communication that is constructed of segments of language beyond the sentence, has unity and meaning, and holds a certain intention.

II.2. Discourse Analysis (DA)

Numerous scholars have agreed that discourse analysis is a discipline that studies and inquires into the understanding of a wide range of linguistic aspects underlying the natural use of language as a communicative tool. According to McCarthy (1991), discourse analysis (DA) deals with the interconnection between language and context. He suggests that this latter involves studying all produced utterances, either verbal or non-verbal, spoken or written, in their natural setting, with emphasis on the cultural and contextual factors that alter the way language is used. Agreeably, Paltridge (2012) asserts that discourse analysis is an approach that contemplates the relationship between language and the way social and cultural surroundings might influence its occurrence. He affirms that:

[Discourse analysis] examines how the use of language is influenced by relationships between participants as well as the effects the use of language has upon social identities and relations. It also considers how views of the world, and identities, are constructed through the use of discourse. (p.2)

Moreover, Wood and Kroger (2000) emphasize that discourse analysis is both a concept and a methodology that examines and highlights social and contextual aspects, with a unique research angle that converts traditional strategies from a narrowly quantitative approach to a deeply qualitative one, stressing words and meanings. The analyst, then, understands that context is an integral part of discourse which equips it with miscellaneous meanings to be covered distinctly (Brown & Yule,1983).

II.3. Spoken vs. Written Discourse

There is a significant distinction between written and spoken discourse. While the former emphasizes the planned, clear, and coherent nature of its content, the latter encloses spontaneity (McCarthy,1991). Tannen (1983) distinguishes between the two as “expository prose” and “face-to-face spontaneous conversation” (p.81). She suggests that paralanguage and nonverbal cues are the essence of the spoken language; hence, their absence in written discourse impels the writer to stow lexis as a connection between ideas and their attitudes towards them. In this regard, Brown and Yule (1983) posit that contrary to the writer, the speaker’s case is reinforced with a strongly effective set of paralinguistic features, which allow them to exclusively override the meaning of their words. Indeed, a recent study looking over the segments of written and spoken discourse revealed that coherence and eloquence in parallel with spontaneity and orality are what distinguish the two (Jakhar, Shaikh & Ahmed,2023).

During the Greek tradition, rhetoric knew its existence and practice as a form of spoken discourse, and since the “rhetor was a person who did regular public speaking” (Ekpang, Ghevolor & Basse, 2021, p. 11), their main emphasis was on the mastery of this latter’s tenets and what would enable their message to be effectively communicated in order to win their cases. At that age, any piece of rhetoric is evidently pre-written by competent speech writers before its oral exposition to the public, especially in the political

sphere. Hence, considering the way it is exposed, it is worth asserting that rhetoric can be regarded as both a written and spoken sort of discourse.

III. Classical Rhetoric and Rhetorical (discourse) Analysis

III.1. Defining Rhetoric

Rhetoric as a communication practice has widely been the interest of numerous scholars. Aristotle, the very first philosopher to attribute significance to this latter, coins it with the art of persuasion, believing that it refers to the ability to discover all the convenient modes to persuade the other of a certain subject matter (320 B.C/ 2010). Cicero in his stance, agrees with the fact that rhetoric is an art of persuasion, but he rather perceives it as comprising of five lesser arts of discovery, arrangement, style, memory, and delivery (Booth, 2004). Hence, for them a great rhetorician is the one of a noteworthy speech who marks an impact on the audience.

According to Corbett and Connors (1999), rhetoric is that kind of discipline where an individual or a group of people are intended to be educated, motivated or persuaded, through means of written and spoken discourse. In this respect, Bitzer (1968) views rhetoric as a means of changing reality through discourse, where words are mediators of thoughts and action. Accordingly, Crick (2023) maintains that rhetoric is the art of persuasion through which a rhetor aims at heartening new shapes of belief and action in order to alter any aspect of a questionable situation in the public sphere.

As cited in Kafle (2010), Price (2005) considers rhetoric as the “craft of communicating through one or more media with a particular set of audiences for specific purposes” (p.10). Agreeably, Herrick (2021) suggests that rhetoric is not only restricted to the sophisticated use of persuasive language while addressing a public, but it is rather expressed in the simplest aspects of our regular lives. Hence, rhetoric is simply delineated

as “the art of speaking in such a manner as to attain the end for which we speak” (Holmes, 1849, p.2).

III.2. Classical Rhetoric

Before moving forward to the understanding of the different approaches in rhetorical studies of discourse, it is essential to annotate a brief description of how rhetoric came to existence as art in the classical eras from the Greek and Roman traditions. Therefore, this section starts by providing a thorough overview of its emergence in the two traditions, and moves forward to highlight different theories in the field along with the analytical framework.

III.2.1. Rhetoric in Greece

Ancient Greece, and more specifically Sicily, is believed to be the very first arena where the rise of rhetoric took place before almost two thousand years ago (Dhaul,2020). Herrick (2018) affirms that this latter was taught for a fee, and Sophists were the foremost scholars to teach Athens the essence of persuasion, as their need to deliver effective and deliberate speech in the loyal sphere in courts and senates. The systematic approach to teaching oratory arose in the Syracuse by Corax, and was later embraced and largely expanded Among Athens and Greeks due to the great demand of this latter in their life style (Blakeman, 1977).

Plato was one of the leading scholars to criticize the Sophistic educational system of rhetoric, as they only turned their focus on style and delivery, considering their ideology of justice as extremely scheming and insufficient (Herrick, 2018).His student Aristotle began teaching rhetoric responding on his teacher’s criticism; he aimed to present a systematic exploration of the art, not only focusing on the manipulative use of words but on matter as well, and that is when he wrote his treatise of Rhetoric leaving one of the most

strategic and complete systems of the rhetorical model. His classification of the three artistic proofs of ethos, logos, and pathos remains notable, and consistently shapes the core of rhetorical studies till the present day (Dhaul,2020; Blackeman,1977).

III.2.2. Rhetoric in Rome

Spreading to the Asian school, scenarios of teaching rhetoric held over. The readoption of the artificial style of oratory in the preceding Asian educational system was criticized emphasizing the importance of a sophisticated intention of the rhetorical practice, and that is where the third school namely the “Rhodian school” appeared to exist and influence numerous rhetorical theorists in the Roman area (Blackeman,1977).

Being acquainted to the Greek tradition of teaching rhetoric, the great Roman orator Cicero has extensively written on this art, and provided significant insights into the effective practice of oratory (Herrick,2018). His rhetorical theory was built on the premise that an oratory is the amalgamation of both sagacity and eloquence.

Rhetoric in Rome has been featured by Quintilian’s treatises as well, who was a well-known teacher of rhetoric and provided elaborate methods for understanding this latter (Herrick,2018). For Quintilian, an effective practice of oratory leans to the need of being trained to carry a largely sufficient amount of wisdom and hold a character of moral strength (Corbett, 1971). Later in England and Europe, rhetoricians favored Cicero’s perceptions of rhetoric, who expanded its realm in the liberal arts, focusing on both the audience and arguments appropriate for the public (Dhaul,2020).

III.3. Interest in Rhetoric in Contemporaneous Studies

As it has been stated previously, the classicists’ contributions to the field of rhetoric are still of asset in the current scopes of research. Perceived distinctly, various studies have adopted both Aristotle’s and Cicero’s reasoning to be the lens of their inquiries. We can

consider a number of these studies in the academic, the political, and the TED talks contexts.

III.3.1. In the Academic Context

Westwick and Chromey (2014) favored using the classical theory of the five canons, while designing their study for academic purposes. In fact, they have put this latter as a basis for boosting their learners' creativity and trigger criticality in their thinking capacities, peer evaluation of students' oral and written speeches, relying on these canons, has proved effectiveness in enhancing their motivation and productivity during the learning process.

For Gibson (2015), the five canons of rhetoric were perceived as greatly assisting students in developing their communicative skills. In his study "Reimagining the Rhetorical Canons for Professional Communication Pedagogy", Gibson aimed at arousing a revival for these canons in the pedagogical sphere. He believed that students were more likely to enhance their abilities in a professional communication pedagogy and has, thus, adopted a pedagogical approach which incorporated the rhetorical canons to prove his claim.

III.3.2. In the Political Context

Studying rhetoric as an art of persuasion in the political sphere has, largely, been the interest of many scholars, through the previous years. The investigation of the classical canons in today's rhetoric has, perhaps, received wider interest in this context. By way of illustration, Nanyeni (2014), in her investigation, had the intention of narrowing the gap in the presidential rhetorical analysis in the Namibian state. Her study of 10 epideictic speeches of the Namibian president has revealed that while the first four canons of Cicero's rhetorical pentad were all used by this latter, the fifth canon of memory had been the one

perceived distinctly. That is to say, the rational of leaning on one's recollection of their speech, as to seem spontaneously occurring, has been left by this president, and rather preferred to glance at the previously written version in a number of his speeches (Nanyeni,2014).

Recently in 2021, two scholars namely, Haming and Djamereng have put their focus on the former American president -Donald Trump- while delivering his speech on Suleimani's death. Through their inquiry, they have found that the five canons of the rhetorical process were strongly used by this latter to effectively communicate his message, and the 'lost' canon of memory has rather found its existence in Trump's delivery.

III.3.3. In the TED Talks Context

TED (Technology, Entertainment, Design) talks are basically recorded public speaking presentations that were originally held in the official conference of the community, but are actually meant to target the whole world, and share ideas that are worth spreading. They are conspicuously designed to inform, educate, influence, and persuade their audience. In fact, researchers have been widely interested in studying rhetoric in these talks. In a study conducted by Sroikudrua, Punksirikul and Tawichai (2012), Thai TEDx talks have attracted their attention, and, hence, their main interest was in the identification of the relevant rhetorical strategies used in the selected talks. Attiya and Elsayed (2022) in their stance, conducted a contrastive study investigating the use of the rhetorical proofs as persuasive modes in distinct American English and Egyptian Arabic TED talks narratives. Although there were miscellaneous studies where rhetoric in this context was the central interest among researchers, there were barely no inquiries into the way these public speeches were delivered through a rhetorical view.

III.4. Rhetorical (discourse) Analysis (RA)

III.4.1. Definition

Though there is no general accepted definition of rhetorical analysis, it is strongly agreed that it deals with the study of how persuasion functions. According to Selzer (2003), rhetorical analysis can be defined as the attempt to inquire into the way people, within a specific social state of affairs, seek to influence their audience through the persuasive use of language and symbolic signs. Consistent with Freeborn (1996; cited in Nanyeni,2014), rhetorical analysis is the inspection of the way distinct symbols, particularly language, are used among individuals to establish mutual perceptions of a certain subject matter.

Accordingly, Short (2007) posits that rhetorical analysis is the examination of the strategies a writer or speaker uses to achieve their intention from addressing their speech. He adds that its main focus is on the articulation of “how” persuasive discourse is declaimed (Short,2007). In this respect, Willihnganz (2006) states that, rather than examining what is being said, a rhetorical analysis aims at inquiring into the way a persuasive text is crafted, through the investigation of the different methods and strategies which are used by an author to convince the audience of their claim. Therefore, rhetorical analysis can be simply understood as a brunch of study, where a researcher focuses on the way a rhetor intends to persuade their audience through their speech, putting lesser emphasis on its content.

III.4.2. Rhetorical Theories for the Analysis of Discourse

III.4.2.1. The Rhetorical Situation Theory (RST) (1968)

The rhetorical situation theory is considered one of the fundamental frameworks for the study and understanding of rhetoric as an art of persuasion. The theory was first introduced by Lloyd F. Bitzer in 1968 in his article “The Rhetorical Situation”. Bitzer

suggests that the soul of a rhetorical situation encompasses the rhetor addressing an exigence to an audience, that will to some extent be able to adhere to a response in order to solve the exigency (Bitzer,1968). In essence, the theory of rhetorical situation, in his words, is hinged upon three major constituents; the exigence, the audience and the constraints.

The first component, exigence, can be defined as the circumstance or situation which necessitates a certain action or response. In other words, it is the need that motivates a rhetor to deliver their speech. Audience, as a second constituent, refers to all the agents who are meant to be influenced as they stand as “mediators” of change. The last component, which is the constraints, is related to any element either person, event, object or relations which are integrated in the situation and restrict to some extent the choice of decision and action to be made in response to the exigence (Bitzer,1968).

III.4.2.2. Classical Theories: Analytical Framework

III.4.2.2.1. Aristotle’s Rhetorical Proofs /Appeals (1356a)

In his theory of rhetoric, Aristotle believes that a rhetorical discourse must be adduced of two distinct features of proofs: inartistic and artistic proofs. Inartistic proofs are basically coined to the external factors and do not require to be produced by the speaker. Artistic proofs, however, are directly related to the speaker; in other words, these are what the speaker invents and creates about their subject matter in order to convince the audience of their claim (Aristotles, 320 B.C/ 1909).

Further, the artistic proofs, also referred to as rhetorical proofs or appeals, are stratified into three major kinds: ethical (Ethos), logical (Logos), and pathetic or emotional

(Pathos) proofs (Aristotle, 320 B.C/ 1909). These three modes of persuasion are used in our study in order to analyze the two selected talks.

III.4.2.2.1.1. Ethos

Among the three kinds of proofs, Aristotle affirms that the ethical mode is probably the most persuasive (Aristotle, 320 B.C/ 2010). This latter is related to the speaker's character, credibility, and trustworthiness. A speaker makes use of the ethical appeal or proof by stressing their competence, credentials, and experiences, either personal or experts, in order to prove their knowledge and appear more convincing to the audience as in political speeches, for instance.

III.4.2.2.1.2. Logos

Following Aristotle's rhetorical theory, logos refers to the use of logic in one's speech. A speaker who aims to persuade their audience through logical proofs is supposed to adduce well-reasoned arguments to support the matter of their subject. That is to say, it is through a statement of logical and evident explanations and facts that a rhetor appeals to the logical proof, namely logos (Aristotle, 320 B.C/ 1909). For example, a clinic might present statistics and concrete evidence to convince the public that their vaccination is effective and that their services ensure them comfort during the whole treatment period.

III.4.2.2.1.3. Pathos

The third mode of persuasion is basically related to the audience. According to Aristotle (320 B.C/ 2010), "It depends on putting the audience into a certain frame of mind" when "the speech stirs their emotions" (p.8). That is to say, a rhetor appeals to the emotional proofs when evoking a certain feeling in the audience. Hence, it is when the speaker creates emotional connections with the audience by generating feelings of hope,

fear, anger, and other emotions and by bringing their interests into existence in the speech that the appeal to ethos takes place.

III.4.2.2.2. Cicero's Framework of the Five Canons of Classical Rhetoric (The Theory of Oratory) (87 B.C/ 1949)

The second classical theory adopted in our study is considered complimentary to the aforementioned one. Peculiarly focusing on oratory, or public speaking, Cicero's framework of the five canons of classical rhetoric, also known as the theory of oratory, is said to be the basis upon which contemporaneous discourse is built (Nikitina, 2011). According to Medjedoub (2017), Cicero's theory of oratory provides a systematized way for the analysis of rhetoric, which is the case of our study.

Drawing upon the Greek reasoning and perception of rhetoric, the Roman orator Cicero provided fundamental principles for crafting and analyzing any piece of rhetoric. Focusing on oratory or public speaking, he posits that an effective speech depends on five major principles, which he called "canons". Cicero (87 B.C. / 1949) classifies these tenets as "invention, arrangement, style, memory, and delivery" (p.19).

III.4.2.2.2.1. Invention (*Inventio*)

According to Cicero (87 B.C/ 1949), invention is the most crucial part of oratory. It refers to the discovery of valid arguments or proofs appropriate for the speaker's subject matter. In fact, Cicero agreed with Aristotle's perception of the rhetorical proofs and posited that invention strategies are highly considerate in generating clear, forceful, and emotionally appealing materials. To be clear, this canon impels the orator to account for all the persuasive strategies that would make their case more convincing before moving to the podium. Hence, analyzing a speaker's use of this tenet of invention or discovery leans to the consideration of the three Aristotelian proofs, namely ethos, pathos, and logos.

III.4.2.2.2.2. Arrangement (*Dispositio*)

Arrangement or organization, following Cicero's theory of oratory, is the second canon of classical rhetoric. It "is the distribution of the topics which have been conceived with regular order" (Cicero, 87 B.C/ 2002, p.12). In other words, it is where the speaker puts their gathered material into a certain order that encompasses a beginning, middle, and an end, and would, thus, be perceived and accepted by the audience. For Cicero (87 B.C/ 1949), arrangement should be organized into six major parts: exordium, narrative, partition, confirmation, refutation, and peroration.

Exordium (introduction) is the speaker's initiation that induces in the audience a certain relish and desire to listen to the remnant of the speech (Crick,2014). Then, through narration (statement of facts) the orator sets forth facts that took or may take place (Cicero, 87 B.C/ 1949); that is to say, it is wherein a speaker provides an overview of the discussed situation (Crick,2014). Eventually, partition (division) comes as an outline or layout of the desired points to be discussed. The rhetor refers to arguments and evidence to strengthen and support their claim in the confirmation portion that is followed by refutation where he anticipates opposing arguments and intends to disprove them (Cicero, 87 B.C/ 1949). Subsequently, peroration (Conclusion) is meant to set an end to the oratory. It is here that the rhetor summarizes his case, strengthening his claims with an emotional appeal to the audience (Crick, 2014). Further, the analysis of this canon is concerned with the examination of a speech's structure and the way each part of the organization serves for the purpose of leaving some impact on the audience (Medjedoub,2017).

III.4.2.2.2.3. Style (*Elocutio*)

Style, or elocution, the third canon of classical rhetoric, is related to the artful articulation of the orator's ideas. It refers to the use of appropriate and firm language.

Cicero, in his book *De Oratore* (55 B.C), has considered a number of the figures of speech that establish clarity, appropriateness, correctness, and effectiveness for the rhetor's case, and these are -in today's conceptualization- metaphor, simile, anaphora, idiomatic expressions, hyperbole, parallelism, rhetorical questions, and personification.

While a simile is a sort of analogy where the resemblance between the advanced matters is manifested by a clear word "as" or "like", metaphors usually necessitate an ample store of words to be ordered based on the strength of their resemblance so as to achieve the greatest level of clarity and vividness (Cicero, 55 B.C/ 2001),

Cicero (55 B.C. / 2001) described anaphora as the "frequent repetition of the same word" or words, phrases, or sentences at the beginning of "successive clauses" (p. 289), and these are "commonly in conjunction with climax and with parallelism" (Harris, 2013, p.17). Additionally, he coined idiomatic expressions with appropriateness since the orator's use of idioms elucidates his choice of a language most suitable, correct, and proper, depending on the audience to be addressed and their understanding (Cicero, 55 B.C/ 2001).

Hyperbole, perceived as an "exaggeration and overstatement of truth for the sake of amplification or diminution" (Cicero, 55B.C/ 2001, p.288), necessitates the expression of ideas in an embellished manner so as to add prominence to one's claim. Yet, parallelism is coined with the establishment of correctness and propriety and is referred to as "grammatical agreement" in the sentence articulation (Cicero 55 B.C. / 2001, p. 235). This trope is usually employed for purposes of ensuring a concise organization of one's ideas that is balanced and complementary and is mostly used as an effective strategy of persuasion in oratory (Kennedy, Gioia & Bauerlein, 2006).

Cicero (55 B.C/ 2001) favored the use of "*Interrogatio*" (p.302), or rhetorical questions, as effective devices in arousing the audience's thoughts and emotions. This

figure of speech can be defined as a sort of “question asked for the sake of persuasive effect, rather than as a genuine request for information”, and through these statements, the orator insinuates “that the answer is too obvious to require a reply” (Baldick, 2001, p.128). Moreover, Personification takes place when objects, animals, social organizations, and abstract concepts are attributed human characteristics and qualities (Melion & Ramackers, 2016). According to Cicero (55 B.C/ 2001), this trope is effective in adding brilliance to a speech. He, eventually, classified this latter as a type of metaphor in which words that are normally used to describe human behavior are applied to other elements from a different context (May & Wisse,2001), as in saying ‘flowers danced to the wind’ where flowers are given a human quality of being able to dance.

III.4.2.2.2.4. Memory (*Memoria*)

The fourth canon of the classical rhetorical pentad is memory. Cicero (55 B.C/ 1892) refers to this latter as the “treasure-house of all knowledge” (p.58). In other words, it is the orator’s ability to retain the matter of words and prove mastery of their subject with no adequate reliance on any concrete source of recall while delivering their speech on the podium. Such a tenet requires speakers to be prepared for spontaneity and the responsibility to produce their speech in a natural way. According to Corbett and Connors (1999), among all the five canons of classical rhetoric, memory is the one that received the least attention in recent centuries and thus came out to be called “the lost canon” (Corbett & Connors,1999, p.22).

III.4.2.2.2.5. Delivery (*Pronuntio*)

The last canon is basically related to the non-verbal aspects of speech. It is “the control of voice and body in a manner suitable to the dignity of the subject matter and style” (Cicero,87 B.C/ 1949, p.21). Simply put, the speaker ensures that his speech is

effectively received by the audience through their actions and words, encompassing tone, pace, body gestures, and eye contact (Crick, 2023). Consistent with Cicero (55 B.C/ 1892), effective delivery of a speech “must be combined with appropriate movement of the body, gestures, looks, and modulation and variety of tone” (p.8).

Conclusion

In this chapter, we have provided definitions of the various concepts that are directly related to the scope of our study. The chapter begun with a definition of communication peculiarly focusing on public speaking and persuasion, as well as discourse and discourse analysis. Then it has shed light on rhetoric and has briefly previewed its emergence in the ancient world, namely in Greece and Rome. Further, we have turned our attention to the various interests that were raised in the rhetorical field of study in educational, political, and TED talk contexts. Finally, we have accounted for relevant theories in the field of rhetorical analysis, including the two classical theories upon which our inquiry is built. The subsequent chapter pinpoints the methodology that is used in the current study.

Chapter Two
Research Design

Introduction

As mentioned in the general introduction, the current work is a rhetorical analysis of two popular persuasive TED Talks delivered in 2023 by Ian Bremmer and Peter McIndoe. It aims to reveal the rhetorical proofs present in their speeches and evaluate their use of the five canons of the rhetorical process. Therefore, this chapter describes the research methodology upon which this study is based in order to reach the previously communicated objectives and answer the research questions cited in the general introduction. First, it aims at describing the research method, which consists of a mixed-methods approach in order to collect and analyze statistical and non-numerical data. Further, it provides an annotation of the study's corpus, which consists of the two texts of Bremmer's and McIndoe's persuasive speeches, as well as the recorded videos of their talks. Finally, it delineates the procedures followed in the process of data analysis, under the light of the Aristotelian rhetorical proofs (1356a) and Cicero's framework of the five canons of classical rhetoric (87 B.C/ 1949) to analyze the data gathered from the two speeches in their written and oral versions.

I. Research Method

The current study adopts a mixed-methods approach. It is a method that involves the collection and analysis of both quantitative and qualitative data in one study (Cresswell, 2012). While the qualitative method of data analysis entails the categorization and elucidation of linguistic and visual substances for the sake of reporting issues of certain discipline (Flick, 2014), quantitative analysis deals with data in the form of numbers and statistical operations in order to go into their attributes (Walliman, 2011).

In fact, by integrating these two distinct methodologies into our unified framework of research, we seek to provide a comprehensive understanding of the subject at hand.

Besides, since the answer to some research questions necessitates a combination of both quantitative and qualitative techniques of inquiry (Johnson & Onwuegbuzie, 2004), a mixed-methods approach offers greater insights that transcend the potentials of a single-method paradigm.

II. Data Collection Procedures

II.1. Corpus Description

This work is a corpus-based study that investigates the use of the canons of classical rhetoric in two persuasive TED talks, namely Bremmer’s and McIndoe’s speeches, selected among the most popular talks of the 2023 annual event. In order to answer the research questions and either confirm or refute our hypotheses, we have gathered data related to these talks in their written and video recorded versions. Hence, the study’s sample comprises the two speeches’ transcripts and their recorded videos.

II.1.1. Video Recordings

The first talk, which is Ian Bremmer’s “The Next Global Superpower Isn’t Who You Think”, is delivered on April 18, 2023. The video of his speech encompasses 14 minutes and 58 seconds with more than 9 million views (9,841,575). It is available both on YouTube and the official website of the TED community; however, as videos are easily downloaded via YouTube, it was easier to collect the recorded version of the talk from their YouTube channel. The talk’s video is available at the following links:
<https://www.youtube.com/watch?v=uiUPD-z9DTg&t=129s>(YouTube)
https://www.ted.com/talks/ian_bremmer_the_next_global_superpower_isn_t_who_you_t_hink?referrer=playlist-the_most_popular_ted_talks_of_2023&autoplay=true(official website).

The second talk, which is Peter McIndoe’s “Birds Aren't Real? How a Conspiracy Takes Flight”, is delivered on April 20, 2023. The video comprises 13 minutes and 50 seconds with about 2 million views (1,996,642). Data in relation to the video was easily collected from the “TED” YouTube channel. Besides, the recorded version of the talk is accessible at the links below:

<https://www.youtube.com/watch?v=3VEkzweBJPM>(YouTube)

https://www.ted.com/talks/peter_mcindoe_birds_aren_t_real_how_a_conspiracy_takes_flight?referrer=playlist-the_most_popular_ted_talks_of_2023&autoplay=true (official website).

II.1.2. Speeches’ Transcripts

Ian Bremmer’s talk comprises 1698 words, 9973 characters, 84 sentences, and 30 paragraphs. The transcript of this latter was copied from the transcription attached below the video and is presented in Appendix 01.

Concerning Peter McIndoe’s speech, it encompasses 2183 words, 12109 characters, 122 sentences, and 31 paragraphs. The speech’s transcript was, then, obtained in the same way as Bremmer’s discourse and presented in Appendix 02.

II.1.3. Context of the Talks and Speakers’ Biography

The two talks were delivered in 2023 during the annual event of the TED community. This event is held every year on the west Coast of North America in a five-day long conference that is attended by thousands of spectators. Each year, more than seventy expert thinkers in distinct fields take the stage to perform and give a twenty-minutes-long speech about business, technology, global issues, education, arts, design, and entertainment. Among these speakers were Bremmer and McIndoe.

Ian Bremmer, born on November 12, 1969 in Baltimore, is a scientist in the field of geopolitics, the president and founder of “Eurasia Group” and “GZERO Media”, and a teacher at Columbia University’s School of International and Public Affairs. He is a guider of business leaders and policy makers, and an expert thinker who provides the public with insights on critical and heavy global issues through his speeches and writings.

Peter McIndoe, born on April 28, 1998 in rural Arkansas, is an American cinematographer, social media influencer, journalist, performance artist, and the founder of the “Birds Aren’t Real” movement which started in 2017. His movement, humorously claiming that birds are surveillance drones designed by the government to spy on American people, is a satirical way to criticize and show the veracity of misinformation and conspiracy theories in today’s society.

II.1.4. Reasons for Choosing these Talks

TED talks are basically disseminated in the form of recorded public speaking presentations, which were delivered at the main annual TED event. They are known for their creative and peculiar touch in dissecting knowledge in an accessible way to a broad international audience by experts in the fields in 18 minutes aiming to inform, persuade, educate, and influence the masses. In fact, the wide popularity TED talks have gained over the past decades has attracted our attention as researchers.

When dealing with social media, what makes an agent special and popular is the large community it captivates through its content, and the larger audience it captivates, the more peculiar and brilliant it seems. Indeed, the two selected talks are classified among the most popular talks at the annual event of the former year, “2023”, according to the official website of the TED community with distinct view counts as previously indicated. Accordingly, the element of persuasion is strongly present in the speeches, as they are both designed to motivate social change in the world generally, and in the American society in

particular. Besides, the fact that TED talks are normally organized before moving to the podium accentuates the presence of effective public speaking tenets. Hence, the use of the canons of the rhetorical process in the context of these TED talks is worth investigating.

Moreover, data availability is a paramount factor, which motivated us to target these talks. To be clear, it is crucial for any researcher who is aiming to evaluate the employment of the Ciceronian canons of rhetoric in a public speech to be aware of both the speaker's discourse and their behavior during the speech delivery. Fortunately, these items could be easily reached in our case.

III. Data Analysis Procedures

The present work is a rhetorical analysis of two persuasive TED talks. The data related to the two speeches are analyzed through the lens of Aristotle's rhetorical proofs (1356a) and Cicero's oratorical theory (87 B.C/ 1949). Hence, discourse analysis and video content analysis are the adopted methods for our inquiry to identify whether the selected speeches conform to the rhetorical proofs and canons of classical rhetoric.

III.1. Discourse Analysis (DA)

Discourse analysis is used as a method for the qualitative analysis of the two selected texts. Identification of the rhetorical proofs involves a qualitative analysis and interpretation of the texts' contents, under the light of Aristotle's theory (1356a), and annotation of the factors making these speeches persuasive.

III.2. Qualitative and Quantitative Content and Video Content Analyses

Content analysis, as a research technique, involves the systematic delineation of data that is represented in its textual or media basis by adhering to a scripting framework that would enhance a researcher's understanding of a certain phenomenon that is related to the research objectives (Walliman,2011; Krippendorff,2014). According to Knoblauch,

Tuma, and Schnettler (2014), video recording is the unique technological tool that allows researchers to gain valuable insights into the detailed aspects of communication. Through video content analysis, the researcher aims to account for both verbal (language and speech) and non-verbal (gestures, body movements, facial expression, etc.) aspects of the communicative process. Hence, video content analysis (VCA), as a methodological approach in the social sciences, is peculiarly beneficial for “studying communication and interaction in its context” (Knoblauch et al., 2014, p.439). Therefore, these techniques were convenient to achieve the second objective of our inquiry, which is the evaluation of the two speakers’ use of the classical Ciceronian canons of rhetoric. The procedures are explained in the subsequent paragraph.

To evaluate the speakers’ use of the five canons of classical rhetoric through the lens of Cicero’s theory of oratory (87 B.C/ 1949), content analysis of the two texts is used in order to quantitatively and qualitatively analyze data that is related to the three first canons of the rhetorical process, namely invention, arrangement, and style. Quantitative analysis of invention is realized as follows:

$$\text{Frequency of the proof} = \frac{Y * 100}{Z}$$

Note that Y refers to the number of occurrences of the proof (logos, for instance), and Z refers to the overall number of proofs (ethos+ pathos+ logos) used in the speech; the results are then shown in diagrams. Qualitative results concerning arrangement and style are then obtained through textual analysis and displayed in tables.

Video content analysis is used as a method for the inspection of the qualitative data in relation to the two remaining canons of memory and delivery. Thus, quantitative techniques of analysis are displayed via statistics, accounting for the frequency of the

rhetorical evidence in the inventory phase, and qualitative techniques are disposed via tables, and linguistic and visual materials.

The process of data analysis involved multiple and intense readings of the speeches' transcripts in order to comprehend the content of each as well as attentively watching the two recorded videos. Then, the main elements to be uncovered under the light of the previously adhered theories are identified in the two speeches, and screenshots of the videos to highlight elements in relation to the two last canons are taken whenever needed. The final step in the process is the classification of the obtained data in relation to the adopted theoretical frameworks.

Conclusion

This chapter has outlined the research design and methodologies utilized to achieve the study's objectives. It begins with the presentation of the selected paradigm, which consists of an integration of both qualitative and quantitative approaches to data analysis. It also provides a description of the selected corpus and pinpoints the method that are used in the study. It ends with a brief identification of the data analysis process, highlighting the adopted techniques, which comprise discourse analysis, content, and video content analyses.

Chapter Three

Presentation of the Findings

Introduction

This chapter showcases the findings obtained from the analysis carried on the selected corpus of the two persuasive TED Talks. It is mainly structured into two sections. The first section reports the results gained from the qualitative discourse analysis of the speeches' transcripts, relying on Aristotle's (1356a) theory of the rhetorical proofs. The second section presents findings that are sorted out from the qualitative and quantitative content and video content analysis of the two persuasive talks through the lens of Cicero's (87 B.C/ 1949) framework of the five canons of classical rhetoric.

I. Findings of the Analysis of Rhetorical Proofs in Bremmer's and McIndoe's Speeches

After an extensive reading of the two speeches, we managed to determine the artistic rhetorical proofs that were used by each speaker, namely Bremmer and McIndoe. The results of the rhetorical discourse analysis of the three persuasive modes are then indicated in the form of tables.

I.1. Ethos

The ethical appeal is related to the speaker's character as a source of persuasion. We noticed that both speakers have clearly uttered their speeches to convey their credibility and reliability and appear worthy of being believed and trusted. The main instances of the ethical appeals that have been used by these two speakers are illustrated in Table 01.

Table 01. Instances of Ethos in the two Speeches

Instances of Ethos in Bremmer's Speech	Instances of Ethos in McIndoe's Speech
- Technology companies increasingly determine our identities. When I was growing up, it's nature or nurture. I mean, my deep and	-Over the years, as I began putting this information together, I began realizing the extent of all this. And there were

<p>abiding emotional problems either come from how I was raised --Or some genetic failure. Could be both.</p>	<p>times I wished I never even learned this. My life would be so much easier. You know, I remember before I knew this information, I was happier, my steps were lighter, you know. But I always come back to this. It is my moral obligation as one of the few privileged enough to know this, to share it with you, the blind sheep.</p>
<p>- Now at this point in my speech, I'm supposed to talk about the good news. But those of you that have heard this know that that is not coming. There is no pause button on these explosive and disruptive technologies. I don't know if you know this, there are over 100 people in the world today with the knowledge and the technology to create a new smallpox virus.</p>	<p>- These experiences, hundreds of them over the years, watching how people interact with those on the fringes of our society gave me an entirely new perspective on our approach to conspiracy theorists, whether it's how we frame them in the conventional media, to how we deal with those in our own lives.</p>
<p>- Honestly, I don't have answers, but I have a few questions for the people that do. Because these technology companies are not just Fortune 50 and 100 actors.</p>	<p>- During the years in character, I used the same cadence, logic and arguments as those I grew up around, just with a different theory swapped in. I was really dedicated to playing this character as convincingly as I could, as method as possible. So, I spent days, sometimes, in character, a lot of time out in public with the van there, just talking with strangers. It led to hundreds of interactions with strangers who thought that I was a real conspiracy theorist.</p>

I.2. Pathos

This form of persuasion copes with the emotional state a speaker evokes in their audience. Throughout their talks, Bremmer and McIndoe have shown use of this appeal by creating emotional connections with the audience to provoke certain effects. Table 02 provides illustrations regarding the presence of pathos in their speeches.

Table 02. Instances of Pathos in the two Speeches

Instances of Pathos in Bremmer’s Speech	Instances of Pathos in McIndoe’s Speech
<p>- But today, our identities are determined by nature and nurture and algorithm. If you want to challenge the system, you can't just question authority, as we were all told when we were growing up. Today, you have to question the algorithm, and that is a staggering amount of power in the hands of these technology companies. What are they going to do with that power? And that depends on who they want to be when they grow up.</p>	<p>And time and time again, they'd come up to me, look me right in the eyes, just as close as I am to you right here, and they would tell me how stupid I am. They'd tell me I was uneducated, that I was crazy. That I was the problem with this country. When this happens, I didn't feel the emotions of the character that I thought I would. My out-of-character self may interpret these interactions as a funny response to someone that fell for the comedy project, but instead I felt the emotions of the character. I felt emboldened and I felt sad and angry. Like they didn't even take the time to know me. They instantly condemned me, judged me and othered me. I'd found myself on the opposite side of this equation that I'd grown up around, the normal and the fringe.</p>

<p>- They are increasingly the most powerful people on the planet with influence over our futures. And we need to know, are they going to act accountably as they release new and powerful artificial intelligence? What are they going to do with this unprecedented amount of data that they are collecting on us and our environment? And the one that I think should concern us all right now the most: Will they persist with these advertising models driving so much revenues that are turning citizens into products and driving hate and misinformation and ripping apart our society?</p>	<p>- We need to think about people's circumstances and reference points, to see them as fellow human beings who want to believe in something and want to belong, just like all of us do in this room. Because if we continue with our current approach of arguing on the level of belief, it's not going to get us anywhere. We're going to end up with more echo chambers, more disinformation and more polarization [...]. Let's direct our energy toward the crisis of belonging. And then maybe we will understand the crisis of belief.</p>
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I.3. Logos

When appealing to logos, the speaker intends to support their claim through rational and logical reasoning. Analysis of the two speeches has revealed that both speakers have, indeed, underpinned statements that were built upon evidence to appeal to the audience's sense of reasoning as a mode of persuasion. We have presented a number of examples that elucidate the presence of logos in the selected talks in Table 03.

Table 03. Instances of Logos in the two Speeches

Instances of Logos in Bremmer's Speech	Instance of Logos in McIndoe's Speech
<p>-If you're over 45 like me, you grew up in a world that was dominated by two giants. The United States called the shots on one side of the Wall, the Soviets set the rules on the other. And that was a bipolar world. It's very simple.</p> <p>If you're under 45, you grew up when the Soviet Union had already collapsed, and that left the United States as the sole superpower, dominating global institutions</p>	<p>- From 1969 through 2001, the US government murdered over 12 billion birds in the American skies. They did this using poisonous toxins dropped from airplanes that was contagious and murdered all of the birds over the course of about 40 years.</p>

and also exerting raw power. And that was a unipolar world.	
- Now if you look at all the headlines in the world today, driving all of this geopolitical tension and conflict, over 90 percent of them are because of these three reasons. And that's why today we live in a leaderless world. But as we know, that's not going to be with us for long.	-We live in a pro-bird civilization drenched in propaganda. For instance, every state has a state bird, the national mascot is a bald eagle, presidents don't talk, they tweet, then the tweets are covered on the bird-logo media.
-... if the digital order becomes increasingly dominant and governments erode in their capacity to govern, and we've already seen the beginning of this, technology companies will become the dominant actors on the global stage in every way and we will have a techno-polar order. And that will determine whether we have a world of limitless opportunity or a world without freedom.	. After just one summer holding rallies like this, it became nationally syndicated news on tons of local news stations that we were a real movement that had been around for 50 years.

II. Findings of the Five Canons of the Rhetorical Process in the two Selected TED Talks

This section reports the qualitative and quantitative content analysis of the results obtained from the speeches' transcripts to evaluate the use of the three inceptive tenets of the rhetorical pentad, namely invention, style, and arrangement, and from the recorded videos to inspect the two last canons of memory and delivery.

II.1. Invention

As previously indicated in the first chapter, invention stands for the discovery of the available material suitable for one's case. In more precise terms, this canon involves the

consideration of all the persuasive techniques to make a speaker's address more convincing.

In the previous section, we have already tackled the qualitative analysis of the different means of persuasion used by these speakers. In this part of our inquiry, we are going to inspect the presence of these modes in the speeches as a whole. Hence, through the quantitative content analysis of the transcripts, we are able to account for the frequency of the three persuasive modes as used by the two auditors. The findings of our inquiry are demonstrated in Diagrams 1 and 2.

II.1.1. Invention in Bremmer's talk

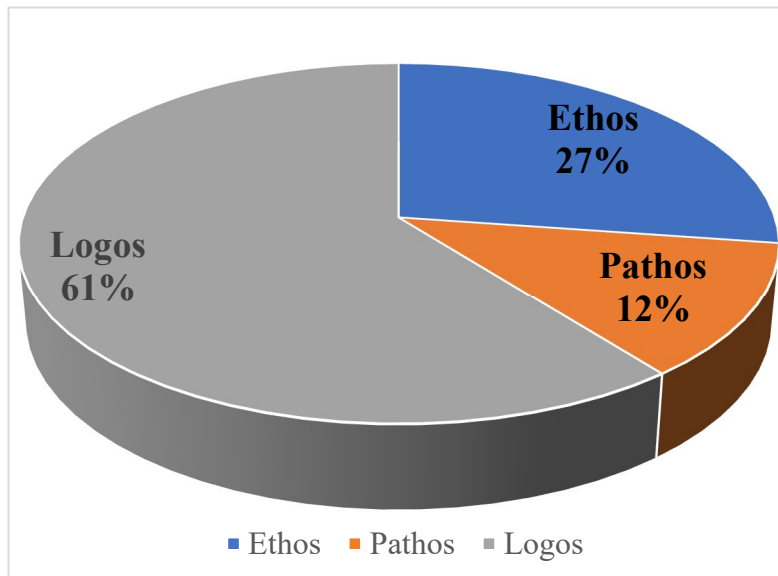


Diagram 1. Frequency of the Persuasive Modes in Bremmer's Speech

Diagram 1. provides insights into the frequency of the rhetorical proofs as they were used by Bremmer in his talk. Notably, the largest core of his speech is built upon the logical appeal, representing 61% of the generated material. 27 percent of his subject matter was addressed to account for his credibility and authority during his speech, while only a small portion of 12% appealed to the emotional state of the audience.

II.1.2. Invention in McIndoe's Talk

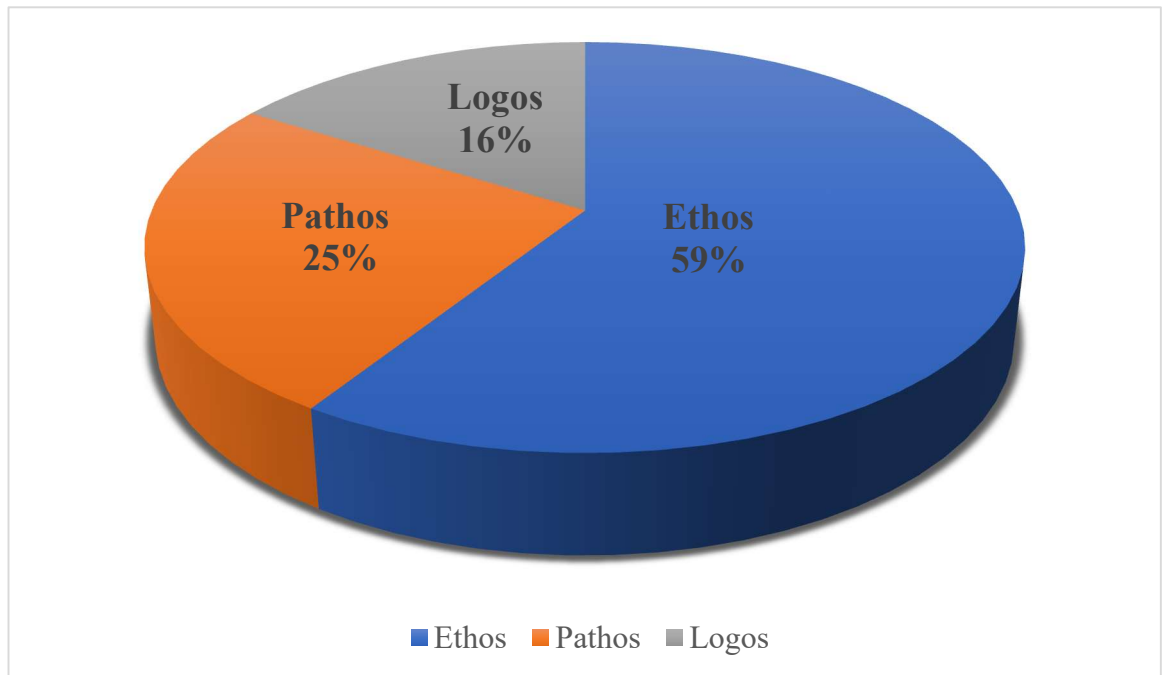


Diagram 2. Frequency of the Persuasive Modes in McIndoe's Speech

Diagram 2 demonstrates the frequency of the rhetorical appeals as they were used by McIndoe to invent his subject matter. It displays that more than a half of McIndoe's generated material (59%) consisted of the ethical appeal, while a quarter of his speech's core (25%) was addressed to evoke certain feelings in the audience. However, only 16% of his subject matter was banked on the logical appeal.

II.2. Arrangement

Disposition or arrangement, as a canon of the classical rhetorical process, refers to the organization of the generated material in an order that facilitates for the audience to keep pace with the auditor and keeps their attention grabbed. That is to say, a speech should be structured so that it encompasses an introduction, a body, and a conclusion.

For Cicero, an oratory that is designed to persuade an audience should be subdivided into six major parts. Hence, relying on his partition of a persuasive speech, we

were able to categorize the different parts of the two selected speeches and present them in Tables 04 and 05.

II.2.1. Arrangement in Bremmer's speech

Table 04. Arrangement in Bremmer's speech

Cicero's Division	exordium/ introduction	narration/ statement of facts	confirmation /evidence	partition/ division	Refutation	peroration/ conclusion
Parts in the Speech	From "I have a big question to "the world?"	From "And then about 15 years ago, things got a little more complicated to "new rules themselves."	From "It's social media platforms" to "We do not have a January 8 insurrection in Brazil"	-What happened? Three things. - Now, so far I have spoken about... order. - Now at this point in my speech... coming.	/	From "When I was a student" to "We need to know. Thank You."

Table 04 provides a number of concrete examples from Bremmer's speech (see Appendix 01) in relation to its disposition. As reflected in the table, the speaker has provided a clear development of the generated material, following five major parts of Cicero's arrangement. However, it has been found that the sub-part of "refutation" has been neglected by the speaker.

II.2.2. Arrangement in McIndoe's Speech

Table 05. Arrangement in McIndoe's Speech

Cicero's Division	Exordium/ Introduction	Narration/ statement of facts	Confirmation/ Evidence	Partition	Refutation	Peroration/ Conclusion
Parts in the Speech	From "Hi, I'm Peter. And six years ago, I received information" to "as I share this information with you."	from "From 1969 through 2001, the US government murdered over 12 billion birds" to "about 40 years."	From "I know a lot of you may be wondering why would the government" to "American people."	/	-From "OK, let me start this talk over. I do not actually" to "we were saying."	From "Let's direct our energy toward the crisis" to "if it flies, it spies. Thank You."

As indicated in Table 05, which provides instances from the main parts of the second speech (see Appendix 02), McIndoe has successfully organized his speech's content by adhering to five Ciceronian divisions. Nevertheless, "partition", which refers to the outlining of the main points to be discussed at each stage, was not adopted by this latter.

II.3. Style

The third canon, elocution or style, refers to a speaker's choice of the appropriate words that shape the essence of their speech, making it clearly conveyed to the audience. Its investigation impels the analyst to identify the presence of figurative language in a persuasive piece of rhetoric. Therefore, in this part of our analysis, we have provided some extracts from the two speeches that exemplify the use of figurative language by these speakers. The main findings are presented in Tables 06 and 07.

Table 06. Figurative Language in Bremmer's Speech.

Figures of Speech	Examples
Metaphor	<p>-You grew up in a world that was dominated by two giants.</p> <p>- These technology titans are not just men worth 50 or 100 billion dollars or more.</p>
Simile	/
Anaphora	<p>-Without them, we do not have riots in the Capitol on January 6. We do not have trucker riots in Ottawa. We do not have a January 8 insurrection in Brazil.</p>
Idioms	<p>- The United States called the shots on one side of the Wall.</p>
Parallelism	<p>-. But it's technology companies that provided the tools allowing Ukraine to defend itself from Russian cyber-attack.</p> <p>It's technology companies that gave the Ukrainian leaders the ability to speak with their generals and their soldiers on the front lines.</p>
Hyperbole	<p>- I have a big question!</p>
Rhetorical Questions	<p>- What are they going to do with this unprecedented amount of data that they are collecting on us and our environment?</p> <p>- The technology leaders who create and control these tools, are they OK with that? Or are they going to do something about it?</p>
Personification	<p>- Today, you have to question the algorithm.</p>

Table 07. Figurative Language in McIndoe's Speech.

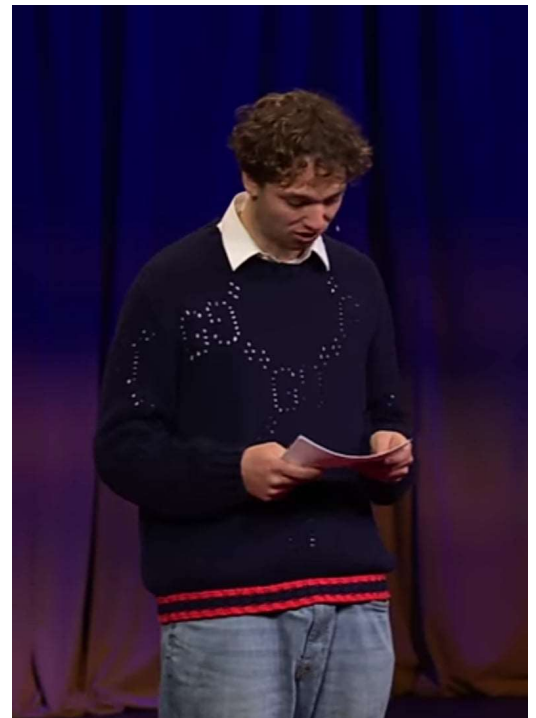
Figures of Speech	Examples
Metaphor	<p>-My one job was to deprogram the public.</p> <p>- But also, I didn't want this to snowball in anything that was never supposed to.</p>
Simile	<p>- they'd come up to me, look me right in the eyes, just as close as I am to you right here.</p>
Anaphora	<p>- They'd tell me I was uneducated, that I was crazy. That I was the problem with this country.</p>
Idioms	<p>- There's no organic growth, you know. It's a smoking gun.</p> <p>-... if we first looked under the hood and thought about what made them vulnerable to this information in the first place.</p>
Parallelism	<p>- I went city to city, holding rallies, meeting up with our thousands of supporters, growing by the day. And I was putting up billboards wherever we went, sharing our simple but powerful message.</p>
Hyperbole	<p>- I received information that changed the course of the rest of my life. From 1969 through 2001, the US government murdered over 12 billion birds in the American skies.</p>
Rhetorical questions	<p>- What might they be getting out of this that they're not getting in their everyday lives?</p> <p>-, what if we first looked under the hood and thought about what made them vulnerable to this information in the first place?</p>
Personification	<p>- I wanted to turn the highway into an information highway.</p>

II.4. Memory

The recurrent view of the two recorded videos enabled us to gain valuable insights into the presence of this canon in the two distinct talks. Memory, in this regard, stands for a speaker's ability to seem rehearsed and well prepared while delivering his speech. Inquiring into its employment, as a tenet in the rhetorical process, involves accounting for the speaker's use of notes during his presentation on the podium. The findings related to this canon are presented in screenshots 01 and 02.



Screenshot 01. Memory in Bremmer's Talk



Screenshot 02. Memory in McIndoe's Talk

The two pictures are great evidence which indicate that the two speakers have distinctly regarded this principle of the rhetorical process. Through the attentive view of the recorded videos and the examination of note utilization during the presentation of the two distinct talks, we have noticed that the first speaker, namely Bremmer, has made no single use of an accompanied written text to accomplish his persuasive intention. Indeed, he successfully banked on his memory during the whole presentation, and has evidently appeared as a rehearsed speaker. It was, however, demonstrated that the second speaker,

McIndoe, has relied on his notes several times while delivering his speech as an aid to remember and organize the statements to be declared to his audience.

II.5. Delivery

The final principle in Cicero's rhetorical pentad refers to the way a speech is performed. Equivalent to the previous canon, analyzing delivery in a piece of rhetoric involves the researcher observing an orator's behavior during their presentation. Thus, through video content analysis, we were able to evaluate the speakers' use of the distinct paralinguistic cues related to this canon.

After analyzing the two recorded videos' contents, we could categorize the paralinguistic cues that were used in the presentations, including hand gestures, eye contact, facial expression, movements around the podium, and voice modulation. The results are displayed in Table 08. The symbol (√) indicates that the element is present in the speech delivery, while the symbol (∅) stands for the opposite (absent).

Table 08. Paralinguistic Cues Used during the Speech Delivery

Speakers Para-linguistic Cues	Bremmer	McIndoe
Hand gestures	√	√
Facial expressions	√	√
Voice modulation	√	√
Gaze/Eye contact	√	√
Movements around the podium (posture)	√	∅

As displayed in Table 08, hand gestures have been used by both speakers throughout their presentations in order to keep their talk visually appealing to the audience (see Screenshots 03 and 04 below). Their facial expressions have been continuously adjusted as well, and they stood as a mirror for the emotions they wanted their audience to grasp from their words.



Screenshots 03. Hand Gestures in Bremmer's Talk Screenshots 04. Hand Gestures in McIndoe's Talk

Throughout the delivery of their speeches, they have occasionally made good use of their vocal modulation. Both speakers have maintained a clear and appropriate tone that corresponds to the expression of their messages and ties in with each emotion and state that they desired to evoke in the audience through their language. Both speakers have successfully addressed their gazes to the audience. However, a more consistent eye contact was noticed in Bremmer's presentation than in McIndoe's.

The two orators have shown a variation in their posture throughout the presentations. While McIndoe has remained constant and has held a steady position with few instants of subtle swinging of his body during the whole speech delivery (see

screenshot 06), Bremmer has performed successive moves around the podium by changing his position from the left to the middle and right side of the stage (see screenshot 05).



Screenshots 05. Posture in Bremmer's Talk

Screenshots 06. Posture in McIndoe's Talk

Conclusion

In a nutshell, this chapter has presented the main findings that were obtained from the qualitative and quantitative rhetorical analysis of Bremmer's and McIndoe's talks' transcripts and their recorded videos. The first section has been devoted to the three rhetorical appeals as used by these speakers, relying on Aristotle's rhetorical theory (1356a), while the second section has dealt with their use of the five canons of the classical rhetorical process through the lens of Cicero's theory of oratory (87 B.C/ 1949). Therefore, the results have been depicted through tables, pie graphs, and a number of illustrative images. The subsequent chapter provides a detailed discussion of these findings.

Chapter Four

Discussion of the Findings

Introduction

This chapter is devoted to the interpretation and discussion of the main results obtained from the rhetorical analysis of the two TED talks. Two main segments constitute this chapter. The first section, relying on Aristotle's rhetorical theory (1356a), provides a rigorous discussion of the rhetorical proofs and strategies that were used by each speaker, namely Ian Bremmer and Peter McIndoe. The subsequent part is devoted to the evaluation of the two orators' use of the five tenets of the rhetorical pentad based on Cicero's framework for the oratorical process (87 B.C/1949).

I. Discussion of the Rhetorical Proofs Used in the two Speeches

The first rhetorical theory that builds the essence of our inquiry leans to the three rhetorical proofs ethos, pathos, and logos as conceived by Aristotle, who posits that it is necessary for a rhetor to master the use of these appeals to ensure an effectively persuasive address (1356a). To provide a more lucid interpretation of the results related to this segment, each speech is examined separately, and a conclusive passage comparing the two is added.

I.1. Discussion of Rhetorical Proofs in Bremmer's Speech (2023)

In his talk "The Next Global Superpower Isn't Who You Think" (2023), which captivated more than 9 million viewers on YouTube, Ian Bremmer, by arguing that technology owners hold the power and control over people's lives and stating that the global order is changing from a political to a digital regulation, aimed at altering his audience's attitudes towards worldwide authority and shaping their future choices and actions for the sake of democracy.

The rhetorical discourse analysis of his speech revealed the varying stages of success with which Bremmer utilizes ethos, pathos, and logos to persuade his audience and reach his objective.

I.1.1. Ethos

Aristotle (1356a) regarded ethos as the most persuasive appeal among all other means of persuasion. Bremmer, throughout his speech, has set out various appeals for the audience to realize how trustworthy and reliable he is to talk about such a topic as the global and digital order and the impact they have on wide populations. He mostly employs this ethical appeal through statements of his personal experiences and the successive creation of connections between himself and his subject matter. Poggi (2005) stresses that “benevolence and competence” (pp. 313-314) are two necessary qualities to be found in a rhetorician to achieve the greatest status of believability in the spectators’ perceptions. Although his expertise in the field was obvious for the audience, he has been assiduous to depend on his achievements, his knowledge, and his life career in various stages of his speech, claiming that “**When I was growing up, it's nature or nurture. I mean, my deep and abiding emotional problems either come from how I was raised --Or some genetic failure**”, to appeal for his credibility through his own experience. Positing that “**I don't know if you know this**, there are over 100 people in the world today with the knowledge and the technology to create a new smallpox virus” (see Table 1), Bremmer adopted one of the Aristotelian ethical techniques to boost his credibility, which is sagacity, by asserting a fact that might be distanced from the audience’s awareness of its existence.

Among the qualities Aristotle (320 B.C/ 2007) conceived to account for a speaker’s credibility and goodwill is their honesty and concern. Being characterized by conveying an individual’s candid thoughts and sentiments, honesty plays a pivotal role in shaping the speaker’s moral character (Le et al., 2022). Bremmer has employed honesty as a tactic to account for his ethical and sincere character when he asserted “**Honestly, I don't have answers, but I have a few questions for the people that do. Because these technology companies are not just Fortune 50 and 100 actors**”. In this assertion, he has blended the picture of a humble and

honest figure with that of a concerned and worried character toward the audience. Interestingly, we have noticed the presence of the emotional mode of persuasion in his speech as well.

I.1.2. Pathos

The pathetic appeal is that mode of persuasion whereby the orator aims to stir his spectators' emotions and build a connection with them, their interests, and their needs (Aristotle, 1356b). Bremmer's speech portrays a number of cases where he triggers the emotional state of his audience, though not excessively marked by other statements as those of thought-provoking questions all along his speech; he has employed a special technique of melding logic with a sentimental tone in some stages. This technique of blending two distinct modes of persuasion pictures the rhetor's efforts to edge forward with his argument so as to attain the right influence on the audience and support his claim (Murthy & Ghosal, 2014). Additionally, Cialdini (2001) highlights that persuaders who use similarity and picture themselves as akin to their audience are more likely to captivate them and alter their perceptions. Indeed, the first statement, provided in Table 02, is a great illustration that exhibits Bremmer's attempt to arouse sentiments of unity and sameness: "**our identities** are determined by nature and nurture and algorithm", blended with feelings of fear and anxiety from the ambiguous truth of what power technologies hold upon their lives when he adds, "that is **a staggering amount of power** in the hands of these technology companies...".

Retaining the same cadence of expressing togetherness and unity with the audience, Bremmer has used his words to bespeak feelings of anger and desire in their souls to alter their actions and attitudes towards technology leaders. This is done through his successive use of rhetorical questions in which an answer is not the aim but rather an action (see Table 02). Along with the emotional appeal, he has made successful use of the logical proofs in his speech, which has garnered him more credibility.

I.1.3. Logos

Through the three illustrations provided in Table 03, we may account for the varying techniques upon which Bremmer has effectively persuaded his audience through rational arguments. One strong element within Bremmer's speech is his use of historical facts. As these facts are certainly undeniable, their presence in the speech could be noticed from the very beginning, with a special tactic of connecting himself to the audience as witnesses of what the world has gone through during the previous years when he stated that "**If you're over 45 like me**, you grew up in a world that was dominated by two giants" (see Table 03). Interestingly, this stands as great evidence of blending the logical proof with the ethical appeal to effectively establish his credibility, for he probably knows that a case built only on logical appeals, as Huber and Snider (2006) assert, is most likely to lose its efficacy

Other tactics Bremmer has adopted in his speech to appeal to the audience's sense of reasoning include the use of "statistics" and "probabilities". Huber and Snider (2006) posit that statistics comprise evidence since they account for things that have already occurred. Indeed, Bremmer, by claiming that "driving all of this geopolitical tension and conflict, over **90 percent** of them are because of **these three** reasons", has deployed numbers as an effective source of evidence to strengthen his arguments in a clear and precise state.

Moreover, through the various stages of his speech, Bremmer has made effective use of the logical proof through statements of facts that occurred or are likely to occur. In this regard, Aristotle (320 B.C/ 1909) states that "Proof is wrought through the speech itself when we have demonstrated a truth or an apparent truth" (p.6). In other words, a logical argument bespeaks the rhetor's credibility when it adheres to an evident fact, or a fact that is probable to happen at any time but is reasonably weighed. One example among many which illustrates his employment of such a technique is when he claims that:

[...] if the digital order becomes increasingly dominant and governments erode in their capacity to govern, and we've already seen the beginning of this, technology companies will become the dominant actors on the global stage in every way and we will have a techno-polar order. And that will determine whether we have a world of limitless opportunity or a world without freedom.

In this example, Bremmer has banked on logical reasoning melded with a sense of similitude. That is to say, he has demonstrated the veracity that he and the audience are witnesses to the gradually augmenting control media institutions have over the globe and has moved to raise the spectator's awareness through a probability that resulted from a mature weighing of the possible circumstances to be faced in the near future. All in all, it is evident that Bremmer has depended on all three Aristotelian rhetorical proofs to amplify his address's persuasiveness.

I.2. Discussion of Rhetorical Proofs in McIndoe's Speech (2023)

In McIndoe's talk, "Birds Aren't Real? How a Conspiracy Takes Flight" (2023), the aim is to alter the audience's perceptions about "the bird lie" and the ultimate truth of the American society through his conspiracy theory. Parodically claiming that birds are actually surveillance robots designed by the government to spy on the American people, this speaker aimed to raise the audience's awareness about misinformation and conspiracy theories in the American society and gain them new insights into truth and belonging.

Through our rhetorical discourse analysis of the speech, we have found that while the ethical and emotional appeals were successfully used, the logical proof is the one that has marked a degree of weakness in its use by the speaker.

I.2.1. Ethos

An orator's credibility is reinforced through their wise character, virtue, and good will (Aristotle, 320 B.C/ 2007). It is clear that McIndoe has successfully employed these strategies of the ethical mode to garner his speech more reliability and convince his audience of his stance. Since the opening of his speech, he has aimed to portray his trustworthiness and good will towards the audience while claiming that:

Over the years, as I began putting this information together, I began realizing the extent of all this. And there were times I wished I never even learned this. My life would be so much easier. You know, I remember before I knew this information, I was happier, my steps were lighter, you know. But I always come back to this. **It is my moral obligation as one of the few privileged enough to know this, to share it with you.**

Throughout his speech, McIndoe has mastered the use of this appeal by different means through which Aristotle claims to add power and efficacy to the persuasive rhetoric. As it could be noticed from the example above, McIndoe has used both strategies of "practical wisdom" and "good will", which were maintained by Aristotle (320 B.C/ 2007, p.112). He starts by picturing himself as a quite knowledgeable character who is willing to change the audience's perceptions and actions for their good and, hence, ends by stating that it was his moral obligation, as one of the few privileged enough to carry peculiar knowledge, to share it with the public in order to depict his virtue and moral character. His practical wisdom continues to be rendered all over his talk, as illustrated in the second example presented in Table 01, where he has claimed to possess skills of patience, resilience, and knowledge to put his wisdom into practice.

The other strategy that has been used by this speaker to appear as credible and sagacious about his subject matter as possible is his "reputation" among other people during his life career.

In this regard, Hamimid (2015) states that the rhetor's "pre-existing reputation" (p.47) can be largely used as a source to establish dependability with the public. Indeed, McIndoe has banked on the efficacy of this tactic, when stating that "During the years in character, I used the same cadence, logic and arguments as those I grew up around [...], it led to hundreds of interactions with strangers who thought that I was a real conspiracy theorist", to prove his reliability by reckoning his fame and influence among large American popularities. That is where he has mused to persuade his audience of the importance of truth and belonging through the emotional appeal, which is to be discussed subsequently.

I.2.2. Pathos

Aristotle regarded pathos as a significant mode of persuasion in which the rhetor approaches a certain sense of emotion in the minds of his audience so as to construct strong connections between the two (Rahayu, Rozimela, & Jufriзал, 2010). Indeed, all over his discourse, McIndoe has successively created a connection with the audience by invoking either sentiments of empathy and unity or feelings of hope and desire, especially toward the end of the speech.

From the beginning until the end of his talk, a resourceful use of this appeal as a tool for invoking a certain state of mind in the audience could be noticed. McIndoe, particularly, aimed to stimulate the audience's sense of empathy towards him, for he probably has been aware of the great role empathy plays in one's speech. In this regard, Ventura (2023) affirms that empathy contributes to fostering compassion, goodwill, and fellowship, as well as preventing and restraining hostility in social intercourse. McIndoe's narration of the harsh circumstances and bad treatments he has gone through, as it was presented in the first example of Table 02, could be interpreted as a call for the listeners to meet what he undertook, the apprehension, the fears, even the partisanships, before enjoying the success of his movement. According to Aristotle

(320 B.C/ 2007), this strategy serves as an appeal to the speaker's character and credibility as well.

Endorsing a persuasive message with a sense of closeness and resemblance to the audience embellishes the speaker's chance to attract his spectator's attention and intensifies their sentimental connection (Gîfu, Teodorescu, & Ionescu, 2014). One of the examples, among many, that illustrates his attempt to stir emotions of desire and hope melded with sentiments of unity and togetherness in the audience, to alter their thoughts about acceptance and verity, is his claim that:

We need to think about people's circumstances and reference points, to see them as fellow human beings who want to believe in something and want to belong, just like all of us do in this room. Because if we continue with our current approach of arguing on the level of belief, it's not going to get us anywhere. We're going to end up with more echo chambers, more disinformation and more polarization [...]. **Let's direct our energy toward the crisis of belonging. And then maybe we will understand the crisis of belief.**

Hence, it is worth mentioning that the effect he has succeeded to induce in his audience is due to the thoughtful use of words, which have been a handful in his case. In addition to his use of ethos and pathos as persuasive modes in his talk, this orator has shown utilization, though weak at some stages, of the logical appeal as well.

I.2.3. Logos

McIndoe appears to have hooked his speech with an appeal to logos through a historical statement claiming that:

From 1969 through 2001, the US government murdered over 12 billion birds in the American skies. They did this using poisonous toxins dropped from airplanes that was contagious and murdered all of the birds over the course of about 40 years.

However, his appeal to the audience's sense of logic is still weak, as it fails to construct what Murthy and Ghosal (2014) refer to as well-founded reasoning that is supported with evidence. Aristotle (320 B.C/ 2007), as well, maintains that "Proofs should be demonstrative" (p.242), that is to say, arguments should be logically valid, and if a rhetor aims to persuade his audience through the narration of facts about any issue, "there is most need to provide a demonstration that it was" (p.242). However, he has succeeded in supporting his position and proving the existence and success of his movement by demonstrating that "it became nationally syndicated news on tons of local news stations that we were a real movement that had been around for 50 years", and that is where he has used the power of media news as a source of plain truth to support his argument.

Another strategy, within the logical proof, McIndoe has employed in his speech is the statement of undeniable facts, as illustrated in Table 03, "**We** live in a pro-bird civilization drenched in propaganda. For instance, every state has a state bird, the national mascot is a bald eagle, presidents don't talk, they tweet, then the tweets are covered on the bird-logo media". This example illustrates a special tactic of melding logic with ethical appeal through what Varpio (2018) calls "similitude" (p. 207). By using the inclusive pronoun "we", he has attempted to unify himself to the audience by sharing similarities in being witnesses of "a pro-bird civilization". He has, then, moved on to reinforce his statement by stating that presidents communicate with their people through "Twitter", which is indeed an obvious fact. In brief, McIndoe's discourse has relied on the three modes of persuasion to guarantee efficacy in his address.

In conclusion, it could be said that both speakers have made use of the three Aristotelian proofs to attain efficacy in their persuasive addresses, with varying agreement in the adopted strategies. The ethical proof is the one in which we have noticed a considerable resemblance in their strategies. That is to say, both speakers have used the three dynamics that Aristotle (320 B.C/ 2007) believes are necessary to build on a rhetor's credibility, encompassing practical wisdom, virtue, and good will. Regarding the emotional appeal, each speaker has appealed to emotions most suitable for their case. Yet, there was likeness in invoking sentiments of unity and desire in their audience. Besides, a significant variation in their use of the logical mode has been noticed. While Bremmer has used all the Aristotelian strategies including historical and undeniable facts, probabilities, and statistics, McIndoe has limited his appeal to the audience's sense of reasoning to the use of apparent facts. Interestingly, there were stages where these speakers have blended two forms of proof to ensure a better reception of their intended messages, and this is, in fact, regarded by Panda (2018) as a great technique that amplifies the persuasiveness of a rhetor's address.

To close this section, it is worth mentioning that the rhetorical discourse analysis of the two speeches has granted us an understanding of the various proofs and strategies each of Bremmer and McIndoe have employed to appeal to their audiences, thereby leading us to provide a clear answer to the first research question. To be clear, it is revealed that Bremmer has successfully used the three Aristotelian proofs, starting with ethos, where he has relied on strategies of benevolence, sagacity, goodwill, honesty, and concern; moving to the appeal to pathos by adopting strategies of similitude, expressing unity and togetherness, along with evoking sentiments of anger and desire; and finishing with the logical proof embellished with tactics of historical /undeniable facts, statistics and probabilities, and apparent or evident truth. As regards McIndoe, he has successfully employed the proofs of ethos and pathos and weakly banked on logos. That is to say, he has banked on strategies of goodwill, practical wisdom,

and reputation to appeal to his ethos; tactics of expressing unity, empathy, hope and desire, closeness, and resemblance to appeal to pathos; and statements of undeniable facts to impart logos in his speech; however, the element of evidence and apparent truth has been a missing element in McIndoe's appeal to logos, resulting in a degree of frailty in its use.

II. Discussion of the Use of the Five Canons of Classical Rhetoric in the two Selected TED Talks

In this section, we turn our emphasis toward the evaluation of these orators' use of the canons of classical rhetoric, relying on Cicero's framework of the oratorical pentad (87 B.C/2007). Thus, this segment of our work deals with both the written and oral forms of their talks. While the three tenets of invention, arrangement, and style are discussed through the findings related to the content of the speeches' transcripts, the last canons of memory and delivery are discussed according to all that has been found in relation to their performance and behavior during the oral presentation.

II.1. Invention

The first canon of invention, being tied to the discovery of suitable strategies among the rhetorical triangle (ethos, pathos, and logos), plays a pivotal role in a persuasive speech. In other words, it reflects the speaker's ability to gather materials (facts, statistics, and stories) and form arguments that strengthen their stance, foster their own credibility, and address their audience's assumptions (Kafle, 2010). Through the quantitative analysis of each speech's content, it could be seen that these speakers have built their subject matter upon the three sorts of proof. Bremmer's speech has been dominated by logical proof (61%) and reinforced by means of ethos with a rate of 27 % and a minimum rate of 12% of the pathetic appeal, which account for his emphasis on facts, which would simulate the audience's sense of reasoning rather than other materials. Panda (2018) suggests that the complex nature and solemnity of the issue in hand is

the factor that pushes the orator to prioritize his use of logos over other proofs, especially emotional appeal. Conversely, McIndoe's case has been dependent on his character; that is to say, the dominant appeal in his speech has been that of ethos (59%). He sought to effectively persuade his audience by adhering to the means of ethical proofs and those of emotional appeals, with a rate of 25%, enhanced by a small portion of 16% of the logical testimony whenever needed. In this regard, Panda (2018) posits that a persuader who aims to convince his spectators to join and support his cause and movement is more likely to count on sentimental arguments rather than focusing on thought provoking statements.

The previous section of this chapter has provided a detailed discussion of the distinct strategies that each speaker has found appropriate for their case. Hence, it could be said that this canon has been successfully employed by each orator.

II.2. Arrangement

The second canon to address in our inquiry is that of "arrangement", which refers to the planned organization of a speech to attain the greatest effect of persuasion, lucidity, and delicacy (Herrick, 2018). In his theory, Cicero (87 B.C/ 1949) has further divided oratory into six major parts: exordium (introduction), narration, confirmation, refutation, and peroration (conclusion). From the Tables 04 and 05, it could be asserted that although the two speakers do not strictly adhere to the whole outline of Cicero's division, they have successfully drawn upon this oratorical tenet. The detailed discussion of the major parts employed by each orator in relation to this canon, is to be subsequently provided.

II.2.1. Exordium (Introduction)

The exordium is the most crucial part of a speech, as it incites the audience to pay attention to what is being claimed. According to Steinberg (1999, cited in Nanyeni,2014), there are five sorts of introductions to find in a speech: anecdotes, startling statements, humorous

statements, quotations, and a rhetorical question. Indeed, Bremmer and McIndoe have used different strategies for their introduction. While Bremmer preceded his address by a rhetorical question **“I have a question which is who runs the world?”**, McIndoe has opted for a startling statement accounting for the gravity of the addressed situation **“Hi, I’m Peter. And six years ago, I received information that changed the course of the rest of my life”**. Hence, both speakers have succeeded in inducing in the audience a certain relish to listen to the remainder of their speech.

II.2.2. Narration (Statement of Facts)

Moving to narration, where the orator provides an overview of the issue being addressed through statements of facts about what occurred or may occur (Cicero, 87 B.C/ 1949). This element is clearly present in each of the examined speeches. Obviously, the essence of each speech has been built upon facts appropriate for each speaker’s case. By way of illustration, Bremmer’s claim that **“The US is the only country in the world that can send its soldiers and its sailors and its military equipment to every corner of that world”** (Appendix 01) addresses an apparent fact of which the belief of its existence is shared among all spectators. McIndoe’s assertion that **“in 2021, I was promoted to public information officer for the movement. It’s the honor of my life”** (Appendix 02) exhibits his attempt to acknowledge to the public the grading events in his life as a conspiracy theorist and he has kept a smooth narration of all that has occurred to get the audience into a mutual understanding of what he perceives to be true. Therefore, it could be stated that both Bremmer and McIndoe’s narration has set up all that they intended to reach through their persuasive address.

II.2.3. Partition

Partition, as the term indicates, is when the speaker provides a division of the main points to be tackled in his address so as to smooth its reception for the audience. Throughout

his piece, Bremmer has set partitions of the discussed issues scattered all over his speech at various stages, for instance, “What happened? **Three things**”, “**at this point of my speech I’m supposed to talk about..**”. However, McIndoe has rather preferred to keep a mood of excitement in his audience and go on a natural flow of ideas than reveal his next steps, and has, thus, kept this stage of the Ciceronian sub-division apart.

II.2.4. Confirmation (Proofs)

The next of Cicero’s six steps of discourse is that of confirmation, which “is the part of the oration which by marshalling arguments lends credit, authority, and support” to the rhetor’s case (Cicero, 87 B.C/ 1949, p.69). Put differently, it is the mature choice of the strongest evidence to support one’s claim. Indeed, through their speeches, it was evident that both speakers have succeeded in advancing proofs that support their stance. That is to say, Bremmer has provided a number of pieces of information to confirm his statements about the danger behind technological innovation and the importance of raising the individual’s awareness, while McIndoe has supported his claim of the bird conspiracy and the pivotal role truth and belonging play in constructing a healthy and safe society. Hence, the different strategies they have adopted in advancing logical arguments (as discussed in the previous section) demonstrate their effective organization of this segment.

II.2.5. Refutation

Refutation is the portion of the address where the orator anticipates the opponents’ arguments and aims to destroy them (Cicero, 87 B.C/ 1949). Interestingly, this is a part that Bremmer did not include in his piece, as he felt that his case is designated to open the eyes of his spectators to a truth that does not only concern him but humanity as a whole, and did, thus, not involve any contradictory opinion. Otherwise, McIndoe has attempted to refute the opponents’ claims about the fakeness of his theory and movement in a sarcastic way, where he

attributes their arguments as to be his, and then moves to disprove them through external proofs from media sources like The New York Times, as such positing that “ After just one summer holding rallies like this, it became nationally syndicated news on tons of local news stations that we were a real movement that had been around for 50 years”, and that is where he has taken advantage of the power media companies hold in shaping reality and convincing the public to alter their perceptions of truth. According to Ilie (2001), refutation plays a great role in the public speaking arena as it directs the orator towards a level of rationality and consistency in enlightening and appraising assertions and, hence, gives the audience opportunities to uncover actual discrepancies and rational disparities in a line of argumentation.

II.2.6. Peroration (Conclusion)

The final aspect of Cicero’s outline is the conclusion, which is supposed to arouse an emotional state in the mind of the audience in the speaker’s favor. What was evident from our evaluation of these talks is that both orators have wrapped up their addresses with a clear call for action. Bremmer, on the one hand, has adopted the same strategy as his exordium, consisting of a number of thought-provoking rhetorical questions winded up by the simple sentence “**we need to know**” through which he has incited his audience to move for action. On the other hand, McIndoe has closed his speech with a clear enumeration of the undertakings he anticipates from the audience as a motivation towards social change before relinquishing his address with a lively expression “just don’t forget: **if it flies, it spies**”, to keep his audience engaged till the last moment and make his speech unforgettable in their memories.

In brief, we could say that both speakers have successfully adhered to the classical disposition of persuasive oratory, constructed a clear organization of their addresses, and have, hence, effectively used this canon of “arrangement”.

II.3. Style

The next canon to address in our discussion is that of elocution or style, which refers to the language a rhetor selects to employ in their speech, so as to be received in a certain manner by the audience and, thus, grasp some sort of persuasive appeal (Holba, 2008). Cicero (87 B.C/1949) posits that eloquence requires the orator “to achieve a choice of words both ‘proper’ and ‘figurative’” (p. 357). Coping with the use of ‘proper’ words in their speeches, both Bremmer and McIndoe have succeeded in reaching this feature through the mature choice of a language appropriate for their issues, which fall under the theme of social change and, hence, has been clear to be accepted by the audience. Therefore, what has remained to be checked is the ‘figurative’ language in these addresses, through the investigation of the figures of speech used by each speaker, which encompass eight major figures, namely metaphors, simile, anaphora, idioms, hyperbole, parallelism, rhetorical questions, and personification, as they contribute to the clarity and efficacy of rhetoric (Crick,2014). The discussion of the results is to be provided subsequently.

II.3.1. Metaphors

Metaphors, as a special trope that exquisitely adds a natural and sentimental effect to a persuasive message (Frost, 1999), have been given notable importance in both speeches, where the orators have sought to enhance the clarity of their message and facilitate its perception and understanding for the audience. Bremmer’s speech portrays a number of instances where this speaker has aimed to create visual images of his claims through the choice of powerful words that have the greatest impact on the audience’s minds and emotions. For example, in the statements “You grew up in a world that was dominated by **two giants**” and “These technology **titans** are not just men worth 50 or 100 billion dollars or more”, the words ‘giants’ and ‘titans’ have been used to embody the huge control the US and Soviet Union used to have upon the world, especially in the geopolitical sphere, and, consecutively, mirror the tremendous impact

technology companies are having on the future of the globe. For McIndoe, metaphors have received great attention in his speech as well. This could be noticed in several parts of his talk, as in asserting that “My one job was to **deprogram** the public”, where this speaker has ventured to draw a picture of his struggle to alter the audience’s steady beliefs and perceptions of truth, as if they were an operating system. Another statement that exhibits the use of this figure as a tool to symbolize his wise and prudent character in the spectator’s mind is his claim that “I didn’t want this to **snowball** in anything that was never supposed to”, where he has chosen to paint an image of the accumulating range of unwanted situations in the shape of an uncontrollably growing snowball and has put emphasis on his endeavor to keep control of the events through the sophisticated choice of language and wise arrangement of his words. Thus, both orators have successfully relied on metaphorical expressions to add clarity and efficacy to their issues.

II.3.2. Similes

A simile directly addresses the significant relationship between two distinct entities through the use of either ‘like’ or ‘as’ in a sentence. Through the examination of the two selected talks, we have found that Bremmer has made no use of this trope, while McIndoe has employed one simile in an evocative manner, by stating that “they’d come up to me, look me right in the eyes, just as close as I am to you right here”, to draw an image from his life-long career since the appearance of his movement in the minds of his audience and invite them to be a part of his struggle with strangers, not physically but emotionally.

II.3.3. Anaphora

Anaphora has been given noteworthy importance in the inspected speeches. As pinpointed in Tables 06 and 07, the two orators interestingly aimed to create a rhythmic and pleasant flow of ideas in the mind of their spectators. By way of illustration, Bremmer has repeated the phrase “we do not have” three times in a sentence. Each time, he states an apparent

truth (riots in the Capitol on January 6, riots in Ottawa, January 8 insurrection in Brazil) to highlight and strengthen his claim about the emerging impact social media platforms carry in promoting misinformation and conspiracy theories.

McIndoe, in his turn, as illustrated in Table 07, has repeated the phrase “that I was” several times in his statement, as to please the ears and give prominence to the mistreatments and denigration prevalent in society, evoking emotions of empathy and concern and, thus, avoiding the dull narration of his issue. Therefore, anaphoric structures have been used by both speakers in an attempt to prompt a deep appreciation from the audience for their issues.

II.3.4. Idioms

Idiomatic expressions, with the great effect they have upon the effectiveness of a persuasive message, have assisted both speakers in their discourses. We could identify one idiomatic expression at the beginning of Bremmer’s speech and two others in McIndoe’s. The quoted idiom in the former’s discourse “the United States **called the shots** on one side of the wall” illustrates his attempt to convey a clear message picturing the ultimate power and control of the US upon the world. The two idiomatic expressions, instanced from the latter, “It’s a smoking gun” and “if we first looked under the hood”, portray his attempt to use a language that carries familiar meanings of words in the brains of his audience to stress the evidence of the governmental crimes in the first and the need for persistent struggle towards truth in the second.

In brief, idiomatic expressions, though not excessively used, have been employed by these orators in order to convey clear messages and create strong connections with their audience through expressions that are appropriate and easily understood and belong to the American culture.

II.3.5. Parallelism

Parallel structures are another figure of speech that has been used by these speakers. The intriguing organization of the speech, balanced with a tonic language, has magnified the rhetorical effect of each talk. In Bremmer's case, for instance, parallelism has been used at different stages of his speech, attempting to attract the audience's attention to the gravity of the issue and putting an emphasis on the fact that technology is increasingly becoming a danger to its popularity. This could be noticed in the following example:

But **it's technology companies that provided** the tools allowing Ukraine to defend itself from Russian cyber-attack. **It's technology companies that gave** the Ukrainian leaders the ability to speak with their generals and their soldiers on the front lines.

McIndoe's statement that "I went city to city, **holding** rallies, **meeting** up with our thousands of supporters, **growing** by the day. And I was **putting** up billboards wherever we went, **sharing** our simple but powerful message" illustrates his use of this figure as a tool to raise in his audience a will to perceive him as a reliable and trustworthy character. He has chosen to account for his concern and stress over his struggles and all that led him to his current situation in a clear and rhythmic way that pleases the ears of his spectators.

II.3.6. Hyperboles

Seeking to benefit from the artful use of words to attract the audience's attention towards what is being said, both speakers have marked the use of hyperbole throughout their addresses. McIndoe, for instance, has chosen to build the facade of his speech upon an exaggerating statement asserting that "I received information that changed the course of the rest of my life. From 1969 through 2001, the US government murdered over 12 billion birds in the American skies" to highlight the importance of the facts he has been willing to share, the great impact they had upon him, and the gravity of the situation, and, thus, embellish his claims and win the

audience's willingness to listen. As illustrated in Table 06, hyperbolic statements have been used in Bremmer's discourse as well. "I have a **big** question" is an example that portrays his use of a softly exaggerative language in an attempt to put emphasis on the complexity and solemnity of the situation that is being addressed in his talk. In brief, it could be asserted that this figure has been used at different stages of their talks so as to capture the audience's mind and make their cases emotionally relishing.

II.3.7. Rhetorical Questions

In our analysis of the two discourses, we have observed that rhetorical questions have been of great use, especially in Bremmer's speech. As highlighted in Table 06, by addressing the two quoted questions, it is clear that Bremmer has not actually been waiting for the audience to answer but has rather aimed to provoke their thoughts and stimulate their emotions and reflections. Put differently, rhetorical questions have been a special tool in his speech where he strove to raise the audience's awareness of the sensitive issue he has addressed, and thus, solidify his call for action through these thought-provoking questions. Regarding McIndoe's talk, rhetorical questions have been his strategy through which he has endeavored to keep the audience engaged at various stages of the speech. The illustrated questions in Table 07 are great evidence of his attempt to not only prompt emotions of empathy and anger in the audience, but also create a direct relationship with them as if they were the ones addressed to change what is wrong in society. Accordingly, it is obvious that these orators have benefited from the great effects rhetorical questions may leave in the soul of an audience and the clarity and ornateness they add to a piece of rhetoric.

II.3.8. Personification

As far as personification is concerned, both speakers have marked the use of this figure as well. By way of illustration, Bremmer's assertion that "today you have to question the algorithm" illustrates his attribution of a human trait to the algorithm; that is to say, an algorithm

cannot be questioned or answer the public. This implies that, according to his claim, technology companies have a great impact on people's lives. In McIndoe's claim that "I wanted to turn the highway into an information highway.", the highway has been given a human characteristic. Put differently, it is evident that a highway cannot carry information, since it is the standard of a human being to be able to store and carry information in their brain. Then, what this orator actually aimed to do was convince the audience of his virtue and struggle to give rise to what he thinks is true and favorable for the public. Thus, it could be said that these speakers have employed personification as a tool to amplify their claims and put emphasis on the non-living entities being personified.

To finish with this aspect, it is worth mentioning that both rhetors have successfully equipped their speeches with figurative language that would create a smooth flow of ideas in the audiences' minds. Accordingly, their conscious choice of words, which would implement simplicity and clarity in their speeches, has contributed to their comprehensiveness and has, thus, been appropriate for each orator's subject matter. Therefore, the third canon of style has been effectively used by both Bremmer and McIndoe in their persuasive talks.

II.4. Memory

At this stage of any rhetorical analysis of a public speech, the researcher is required to evaluate the speaker's performance rather than their words, since the canon of memory, being strongly connected to that of invention, refers to their capacity to prove mastery of their subject matter through a natural delivery of their address (Cicero 55 B.C/ 1892). According to Valenzano and Braden (2015), speakers prove their mastery of this canon by possessing the capacity both to recollect all significant names and weighty materials in the middle of the speech and to deliver compelling rhetoric "without notes" (p.13). Nevertheless, Corbett and Connors (1999) state that this canon is the one that is often overlooked in modern

communication. Interestingly, the findings which were highlighted in the previous chapter stress this fact.

Bremmer has effectively met the classical rhetorical requirements of memory. He sought to establish a natural rather than artificial performance so as to show an unforced expression of his thoughts and feelings (see Screenshot 01). Apparently, he has appreciated the great influence a rehearsed orator has upon his spectators, because for the audience, hearing a speech that appears to come from the depth of the orator and not from a manuscript makes the message more compelling and more genuine (Crick,2014), and therefore amplifies its persuasiveness.

Conversely, McIndoe has rather held a modern perspective toward this tenet (see Screenshot 02). His emphasis was not on the way he succeeds in retaining his speech and giving it a natural flow of ideas, but rather on making it memorable in the minds of his listeners through the artful use of words. Nonetheless, Cicero (87B.C/ 1949) believed that an oratory is not only built upon art, but it is also based on the orator's faculty to prove his character's worth of belief through his "treasure of all knowledge", or simply his memory. Such a faculty (avoiding the use of notecards) has been gradually becoming missing in McIndoe's talk. Thus, neglecting the importance of this latter reduced his chance to appear as a knowledgeable, brilliant, and confident rhetor.

II.5. Delivery

While style refers to the way in which a speech is crafted through the artful use of words, delivery addresses the manner in which it is performed through the speaker's body. This canon of Cicero's pentad is as crucial as the inventory phase, since the non-verbal cues add efficacy to both the ethical and emotional appeals, and, hence, contribute to the persuasiveness of the speaker's case.

For Cicero (55 B.C/ 1892), the orator who desires to create an exceptional connection with their public and convince them of their dignity is the one who strives to make their gestures speak for their words. Indeed, from the results of the previous chapter, it could be said that the two orators have endeavored to strengthen the persuasiveness of their messages through distinct physical movements. The accommodation of their facial expressions has assisted both speakers in winning affection and building connection with their audience. Hand gestures were a shared feature in these speeches' delivery as well. Crick (2014) posits that "the function of gesture", in rhetorical speaking, "is to condense complex meanings into simple and elegant movements" (p.44). It is important for an orator to focus on maintaining an eye contact with the audience, and control his body movements, as they supply meaning to his message even without the speaker's aspiration (Mishra, 2008). Considering these two elements; that is, eye contact and body placement (posture), it is here that Bremmer and McIndoe have shown disparity. The former has effectively held a constant eye contact with the audience as a strong tool to keep them engaged, and occasionally changed his position around the podium as a great manner of making his movements speak for the transition from one element to the other, and, thus, maintaining their attention. Conversely, the latter has occasionally delayed the eye contact with glances on his manuscripts, and he has adopted a constant posture equipped with subtle swaying of his feet. This, in fact, according to Nikitina (2011) and Harrington and LeBeau (2009), has an impact on the orator's chance to appear as confident, and keep their audience strongly engaged and interested throughout the speech delivery.

Cicero (55 B.C/ 1892), maintains that there is an absolute necessity for the orator to master the management of his voice, for it has a great influence on his character and elegance. Through the video content analysis of the two talks, it became evident that Both Bremmer and McIndoe have held a great control of their vocal modulation. That is to say, each speaker has effectively equipped his talk with copious adjustment of his articulation, as to add meaning and

significance to his words, and adoption of appropriate pitch, as to match his language and speak for the emotions he has intended to stir in their audience. Interestingly, each speaker has maintained a conversational tone with their audience at certain stages of their talks, and this plays a pivotal role in building emotional connections with the audience (Grodahl, 2015). Thus, their oral delivery has portrayed their character, and exhibited their attachment to the audience.

All in all, it is important to indicate that Bremmer's performance has pictured his efficient usage of the last canon of the classical rhetorical process, and McIndoe's presentation as well, despite its slight shortcomings, depicts his conformity to some requisites of the canon of delivery. Thus, they have succeeded to keep their addresses visually, and auditorily appealing to the audience.

To end this segment, it is important to indicate that through our evaluation of the two TED talks, we are able to provide a clear answer for the second question of our study. The two speakers have, indeed, marked a significant difference in their use of the five canons of the classical rhetorical pentad, especially those of memory and delivery. The canon of invention has been effectively deployed by each speaker though McIndoe's invention lacks some sense of reasoning compared to that in Bremmer's speech. Interestingly, the canons of arrangement and style have been adequately employed by both speakers in their talks. Besides, disparity between the two orators started to become apparent at the level of memory and delivery. That is to say, while Bremmer has competently adhered to these tenets, McIndoe has disregarded the importance of memory at various stages of his talk, the factor which has slightly and negatively affected his delivery though he has complied to some criteria of this tenet.

Conclusion

This chapter has provided a meticulous discussion of the main findings as obtained from the rhetorical analysis of Bremmer's and McIndoe's persuasive TED talks, in order to achieve

our objective and provide answers for the research questions, and, thus, be able to refute or confirm the previously set hypotheses. The interpretation preceded with an in-depth examination of the rhetorical proofs each orator has relied on to build the essence of their speech, on the basis of Aristotle's theory (1356a), leading us to confirm the first hypothesis of our study. Then, through the lens of Cicero's theory of the rhetorical pentad (87 B.C/ 1949), we have carried a punctilious evaluation of their use of the five canons of classical rhetoric namely, invention, arrangement, style, memory and delivery, to finally find out that the second hypothesis has been confirmed as well. The condensed research along with the distinct results obtained from the appraisal of these talks have significantly contributed to our understanding of effective public speaking, especially in its persuasive genre.

General Conclusion

The present dissertation is a rhetorical discourse analysis which aimed at evaluating the use of the tenets of classical rhetoric in two renowned TED talks at the former annual event of 2023, namely Ian Bremmer's and Peter McIndoe's talks. Through an in-depth analysis of the selected corpus, the study sought to reach two major objectives, as previously highlighted in the introductory section of this work. First, we focused on identifying the rhetorical proofs which were used by these speakers in their persuasive talks, relying on Aristotle's rhetorical theory (1356a), encompassing ethos, pathos, and logos; second, we sought to evaluate their use of the canons of classical rhetoric based on Cicero's framework of the oratorical pentad (87 B.C/ 1949), which incorporates invention, arrangement, style, memory and delivery.

In order to attain our objectives and provide answers for the research questions which would refute or confirm the provided hypotheses, we have collected data which encompassed the speeches' transcripts – Bremmer's "the next global superpower isn't who you think" (2023) and McIndoe's "Birds aren't real? How a conspiracy takes flight" (2023) – copied from the official website of the TED talks, and their recorded videos downloaded from their YouTube channel. Besides, the methodology employed in the study was a mixed-methods approach. Qualitative discourse analysis of the talks' scripts on the light of the Aristotelian theory, was adopted, in order to identify the different strategies used by each speaker in their persuasive address. Besides, inquiring into the utilization of the first canon of invention in the speeches as a whole involved a quantitative analysis of their content. Eventually, qualitative content and video content analysis of the transcripts and the recorded presentations were used to inspect the four remaining tenets.

The rhetorical analysis of the corpus revealed that the two speakers have used the three rhetorical proofs, namely ethos, pathos and logos through distinct Aristotelian tactics they found appropriate for the issues they have addressed, though McIndoe has marked a weakness in his use of logos to a certain extent. Thus, these findings have set aside an answer for the first

research question, and have further confirmed our hypothesis that “Both Bremmer and McIndoe are likely to use ethos, pathos, and logos in their persuasive address”.

Besides, the inquiry revealed that the first speaker, namely Bremmer, has effectively employed all of the five canons of the Ciceronian classical rhetorical pentad. In addition, McIndoe has mastered the use of the canon of invention with certain frailty on the level of valid reasoning and has successfully adhered to the precepts of arrangement and style; however, his perception of the canon of memory deviated from Cicero’s reasoning, and has, thus, overlooked its importance in public speeches. Consequently, some elements that constitute the canon of delivery in McIndoe’s speech have been blemished. Therefore, these results have provided an answer to the second research question and validated the hypothesis that “while Bremmer is expected to show an effective use of the five tenets, McIndoe appears to neglect the canon of memory which may unfavorably affect his delivery”.

Undoubtedly, the two speakers have successfully crafted their speeches to deserve their fame among other TED talks. However, Bremmer’s flawless performance has met all the classical requisites of an impactful oratory, preceding from his inventory phase, on the basis of clear and well weighed proofs, to his mastery of his subject matter resulting in an efficient delivery, contrarily to that of McIndoe, which, in the lens of the classical traditions, lacks a sense of eloquence in advancing logically valid arguments and showing mastery of one’s case. This is, perhaps, the factor that made Bremmer’s speech intriguing and has succeeded to captivate larger audiences on his talk compared to others.

It is true that this study has embellished our understanding of public speaking as an art and its essence to be crafted and delivered effectively; however, it is important to indicate that our work has marked a number of limitations. To start with, the use of audio-visual aids during the speech delivery was neglected in this study, though it significantly contributes to the

effectiveness and persuasiveness of the message. Second, emphasis in our research was only turned towards the speakers and the way they have endeavored to engage their audiences, and no interest has been given to the digital audiences' opinions. Lastly and most importantly, due to space limitations in a master's dissertation, only two talks could be targeted in our inquiry, which makes it impossible to generalize our findings to all persuasive speeches in the TED talks context.

The lack of generalizability which surrounds this study leaves an open arena for future researchers who aim to embark on the field of rhetorical analysis, and understand rhetoric as an art in the TED talks context. Thus, it is here that we offer our suggestion for future students to address more speeches in this sphere, as to be able to draw logical understandings of the practice of classical rhetoric in modern communication territories either in The TED talks community or its counterparts as the moth stage. Besides, students might be interested to delve into the rhetorical strategies that are employed in TED talks, as it offers an opportunity to inquire into a large corpus compared to our case, they could be scrutinized from a gender perspective as well. Moreover, other researchers may also address the employment of the classical tenets of rhetoric in the political context. As persuasion is strongly addressed in this realm, evaluating a political figure's use of these tenets allows the researcher to assess their ability to add efficacy and effectiveness to their address. At the end, it is essential to acknowledge that the field of rhetorical discourse analysis is plentiful of interesting frameworks other than those used and mentioned in this work, which would bring valuable insights into the practice of persuasion in modern communication and interactions either in advertising, product designs, or entertainment; all it necessitates is a researcher's passion.

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Appendices

Appendix (01)

Ian Bremmer's The Next Global Superpower Isn't Who You Think (2023) transcript.

I have a big question. Which is, who runs the world?

It used to be an easy question to answer. If you're over 45 like me, you grew up in a world that was dominated by two giants. The United States called the shots on one side of the Wall, the Soviets set the rules on the other. And that was a bipolar world. It's very simple. If you're under 45, you grew up when the Soviet Union had already collapsed, and that left the United States as the sole superpower, dominating global institutions and also exerting raw power. And that was a unipolar world. And then about 15 years ago, things got a little more complicated. The United States increasingly didn't want to be the world's policeman or the architect of global trade or even the cheerleader for global values. Other countries were becoming more powerful, and they could increasingly ignore many of the rules they didn't like, sometimes even setting new rules themselves. What happened? Three things. Number one, Russia was not integrated into Western institutions. A former great power now in very serious decline and they are angry about it. We can argue about whose fault that is, but we are where we are. Number two, China was integrated into US-led institutions on the presumption that as they got wealthier and more powerful, they would become Americans. Turns out, they're still Chinese. And the United States is not particularly comfortable with that. Number three, tens of millions of citizens in the United States and other wealthy democracies felt left behind by globalization. This has been ignored for decades. But as a consequence, they felt that their governments and their leaders were more illegitimate.

Now if you look at all the headlines in the world today, driving all of this geopolitical tension and conflict, over 90 percent of them are because of these three reasons. And that's why today

we live in a leaderless world. But as we know, that's not going to be with us for long. So, what comes next? What kind of a world order might we expect over the next ten years? Some of what I might say I think will surprise you. Because we're not going to have a bipolar or a unipolar or even a multipolar world. If we don't have one or two superpowers, we don't have a single global order. No, instead, we will have three different orders, a little overlapping, and the third will have immense importance for how we live, what we think, what we want, and what we're prepared to do to get it. But first things first. Today, we have a global security order. And as you see from the map, the United States and its allies are the most powerful players on it. The US is the only country in the world that can send its soldiers and its sailors and its military equipment to every corner of that world. No one else is close. China is growing in its military capabilities in Asia, though nowhere else. Lots of American allies in Asia are concerned about that. And as a consequence, they're becoming more dependent on the United States for a security umbrella. With the Russian invasion of Ukraine, US allies in Europe are becoming more concerned and dependent on the United States and a US-led NATO. The Russian military, of course, has been a greater global concern, much less so today, especially as they've lost over 200,000 troops and all of that equipment and with sanctions making it extremely hard for them to rebuild. Now, Russia and China and others have nuclear weapons, but thank God it is still suicide to use them. And as a consequence, our security order is a unipolar order and it is likely to remain so for the next decade.

Now at the same time that there's a security order, there's also a global economic order. And here, power is shared. The United States is still a very robust global economy. But the US can't use its dominant position militarily to tell other countries what to do economically. The United States and China are enormously economically interdependent and so they can't control each other. You may be surprised to hear this, but today US-China trade relations are actually at their highest level in history. Now, other countries in the world, a lot of them want access to US

military muscle, but they also want access to the Chinese market, soon, by 2030, likely to be the largest in the world. And you can't very well have a cold war if the US and the Chinese are the only two that are prepared to fight it. Yes? Yes. So, the European Union has the largest common market and they set the rules. And if you want to do profitable business there, you listen to those rules. India is playing a greater role economically on the global stage. Japan still matters, too. And over the next ten years, there will be a rise and fall of the relative capacities of these economies. But the global economic order is and will remain a multipolar order.

Now, between these two orders are tensions because the United States will use its power in national security to try to bring more of the world's economies towards it. And we already see this starting to happen in semiconductors and in critical minerals and maybe soon in TikTok. The Chinese are trying to use their dominant commercial position to align more of the world diplomatically. And Japan and Europe and India and everyone else will do their damndest to ensure that neither of these two orders dominate the other. And they will mostly succeed.

Now, so far I have spoken with you about the two world orders we already see, but there's a third that is coming soon that's even more important. And that is the digital order. And the digital order is not run by governments but by technology companies. We all know how much military support NATO countries have provided Ukraine during the war. But it's technology companies that provided the tools allowing Ukraine to defend itself from Russian cyber-attack. It's technology companies that gave the Ukrainian leaders the ability to speak with their generals and their soldiers on the front lines. If it wasn't for those technology companies, Ukraine would have been fully offline within weeks of the war. And I don't believe President Zelensky would still be there today. Technology companies determine whether Donald Trump is able, in real time and without filter, to speak with hundreds of millions of people as he runs again for the presidency. It's social media platforms and their ability to promote disinformation and

conspiracy theory. Without them, we do not have riots in the Capitol on January 6. We do not have trucker riots in Ottawa. We do not have a January 8 insurrection in Brazil.

Technology companies increasingly determine our identities. When I was growing up, it's nature or nurture. I mean, my deep and abiding emotional problems either come from how I was raised –Or some genetic failure. Could be both. But today, our identities are determined by nature and nurture and algorithm. If you want to challenge the system, you can't just question authority, as we were all told when we were growing up. Today, you have to question the algorithm, and that is a staggering amount of power in the hands of these technology companies. What are they going to do with that power? And that depends on who they want to be when they grow up. So, if China and the United States work to exert much more power over the digital world and technology companies in those countries align with those governments, we will end up in a technology cold war. And that means the digital order will be split in two.

If, on the other hand technology companies persist with global business models, and we retain competition between the digital and physical worlds, we will have a new globalization, a digital global order. Or if the digital order becomes increasingly dominant and governments erode in their capacity to govern, and we've already seen the beginning of this, technology companies will become the dominant actors on the global stage in every way and we will have a technopolar order. And that will determine whether we have a world of limitless opportunity or a world without freedom. Now at this point in my speech, I'm supposed to talk about the good news. But those of you that have heard this know that that is not coming.

There is no pause button on these explosive and disruptive technologies. I don't know if you know this, there are over 100 people in the world today with the knowledge and the technology to create a new smallpox virus. Honestly, I don't have answers, but I have a few questions for the people that do. Because these technology companies are not just Fortune 50 and 100 actors.

These technology titans are not just men worth 50 or 100 billion dollars or more. They are increasingly the most powerful people on the planet with influence over our futures. And we need to know, are they going to act accountably as they release new and powerful artificial intelligence? What are they going to do with this unprecedented amount of data that they are collecting on us and our environment? And the one that I think should concern us all right now the most: Will they persist with these advertising models driving so much revenues that are turning citizens into products and driving hate and misinformation and ripping apart our society? When I was a student back in 1989, and the Wall fell, the United States was the principal exporter of democracy in the world. Not always successfully. Often hypocritically. But number one, nonetheless. Today, the United States has become the principal exporter of tools that destroy democracy. The technology leaders who create and control these tools, are they OK with that? Or are they going to do something about it? We need to know.

Thank you.

[End]

Appendix (02)

Peter McIndoe's Birds Aren't Real? How a Conspiracy Takes Flight (2023) transcript.

Hi, I'm Peter. And six years ago, I received information that changed the course of the rest of my life. From 1969 through 2001, the US government murdered over 12 billion birds in the American skies. They did this using poisonous toxins dropped from airplanes that was contagious and murdered all of the birds over the course of about 40 years. Now, I know this is not the public understanding of this and may sound absurd, but please just bear with me and keep an open mind and just be respectful, please, as I share this information with you.

I know a lot of you may be wondering why would the government kill 12 billion birds? It seems like an awful lot of trouble for a government to go through. The reason is as devastating as it is simple. For each bird the government killed, they replaced it with a surveillance drone replica in disguise designed to spy on the American people. Now ... Some may say, if you're the government, at least, that this is a worthy sacrifice, these 12 billion lives, for the safety of the people, right? I don't know about that, it seems like a pretty serious limit on our freedom, wouldn't you agree? The proof that birds are robots is all around us, if you start looking. For starters, birds charge their batteries on power lines –So, they can refuel up high and they can watch the civilians, you know. They also track civilians using a liquid tracking device.

You ever wonder why birds poop on your car? Do you need more evidence? Really, I can go all day up here. Who here has seen a baby pigeon? You haven't, have you? It's weird. There's all these adult pigeons where are all the babies? They come out of the factory as adults, so ...

There's no organic growth, you know. It's a smoking gun.

Over the years, as I began putting this information together, I began realizing the extent of all this. And there were times I wished I never even learned this. My life would be so much easier. You know, I remember before I knew this information, I was happier, my steps were lighter, you know. But I always come back to this. It is my moral obligation as one of the few privileged enough to know this, to share it with you, the blind sheep, you know. And that's what I've been doing for years now. I'm a part of a movement called Birds Aren't Real. And in 2021, I was promoted to public information officer for the movement. It's the honor of my life. I had one job. Oh, thank you, thank you.

My one job was to deprogram the public from the bird lie. And deprogram is a very specific word because you all are programmed. You know that, right? We live in a pro-bird civilization drenched in propaganda. For instance, every state has a state bird, the national mascot is a bald eagle, presidents don't talk, they tweet, then the tweets are covered on the bird-logo media. Once I knew this, my first order of business was to get the information out to the American people, get off the internet into the real world. So that's what I did. I bought a van, covered it in decals with facts. I wanted to turn the highway into an information highway, awaken the people. I went city to city, holding rallies, meeting up with our thousands of supporters, growing by the day. And I was putting up billboards wherever we went, sharing our simple but powerful message. Look how beautiful it is. Now, the government, the government did take note of what we were doing and they sent some intimidators to try and deter us from our mission. You can see them right there. But we did not fold. We kept on going. We started holding rallies at some of the most evil pro-bird corporations in the world, starting with Twitter, where we brought hundreds out to protest their pro-bird logo. Months later, we brought 500 people out to CNN headquarters to demand fairer coverage for bird truthers on air. Then just last year, we brought 2,000 people out to Washington Square in New York City to demand that the mayor shut down every pigeon in the city. Here's what that looked like. (Crowd shouting) Birds aren't real! Birds

aren't real! Birds aren't real! Birds aren't real! Can't even tell you how that felt. I took that video standing on the top of the van, megaphone in hand, knowing we were awakening a country that needs it so badly. I can't think of anything more beautiful.

OK, let me start this talk over. I do not actually believe that birds are robots. And everyone else in this picture is also in on the bit. This is a character that I played for four years. The leader of a fake movement with fake evidence and a fake history. Our goal was to convince the public that our satirical movement was a real one. And see if the media would believe what we were saying. To do this, I played this character that I just showed you. We held rallies, put up billboards. We even sent the media a lot of fake evidence. We hired an old actor to pose as an ex-CIA agent confessing to his crimes. We sent them a historic email leak called "Poultry Gate" that came out of the Pentagon, where we forged hundreds of fake emails exposing elites and government officials in the bird drone surveillance plot. It didn't take much to convince the media. After just one summer holding rallies like this, it became nationally syndicated news on tons of local news stations that we were a real movement that had been around for 50 years. And there was a resurgence happening where it was coming back and there was a radical new leader, myself, bringing the movement back as the rise of conspiracy theories swept the nation.

At this point, I'm sitting on my couch, watching the media report on my fake movement as a real one and figure it is probably time to come out of character. One, because we'd accomplished what we came there to do. But also, I didn't want this to snowball in anything that was never supposed to. So, in 2021, I broke character, revealed the movement was a farce on the front page of The New York Times. And I was very proud, as you can see. Allow me to reintroduce myself one more time. Hi, I'm Peter. Can you say, "Hi, Peter?"

Hey. I'd like to tell you a little bit about myself. I grew up in Arkansas in Little Rock, where I was home-schooled on the outskirts of town. The community that I grew up with was hyper

conservative and religious, and almost everyone that I knew believed in some form of conspiracy theory, whether it was that Obama was the Antichrist or that there are microchips in the vaccines. During my entire life, I always felt like I was on the fringes of normal society. So, as you can imagine, when it became time for me to play a character, the conspiracy theorist was a pretty easy one for me to tap into. During the years in character, I used the same cadence, logic and arguments as those I grew up around, just with a different theory swapped in. I was really dedicated to playing this character as convincingly as I could, as method as possible. So I spent days, sometimes, in character, a lot of time out in public with the van there, just talking with strangers. It led to hundreds of interactions with strangers who thought that I was a real conspiracy theorist. I'd often be out there, cowboy hat on, handing out fliers that said things like, "If it flies, it spies." We had another flyer that said, "Birdwatching goes both ways." And during these times, as I'm handing out flyers and talking with people, there were hundreds, maybe thousands of instances over the years where strangers would approach me. You know, they'd see me in public and I'd see them notice me. And walk up to me with complete disdain on their face. They thought that I was a real conspiracy theorist. And time and time again, they'd come up to me, look me right in the eyes, just as close as I am to you right here, and they would tell me how stupid I am. They'd tell me I was uneducated, that I was crazy. That I was the problem with this country. When this happens, I didn't feel the emotions of the character that I thought I would. My out-of-character self may interpret these interactions as a funny response to someone that fell for the comedy project, but instead I felt the emotions of the character. I felt emboldened and I felt sad and angry. Like they didn't even take the time to know me. They instantly condemned me, judged me and othered me. I'd found myself on the opposite side of this equation that I'd grown up around, the normal and the fringe. And in those moments when those people were talking to me, they could not have been more ineffective at what I would assume they really want. Less conspiracy theorists in the world. These experiences, hundreds

of them over the years, watching how people interact with those on the fringes of our society gave me an entirely new perspective on our approach to conspiracy theorists, whether it's how we frame them in the conventional media, to how we deal with those in our own lives. If our goal is to live in a shared reality with our neighbors, what if our current approach isn't bringing us any closer to that? What if by talking to conspiracy theorists like they're ignorant and stupid, we're actually pushing them farther away from the truth that we want them to see? Because what happens when someone tells you that you're stupid, you're all wrong, you're the problem? You'll feel judged and dismissed. And most importantly, you'll feel othered, which may lead you to look for safety in those who are like-minded to do what they have been doing for you. Affirm your selfhood, give you a sense of identity, belonging. These are some of the most basic human desires. We have to consider that conspiracy theorists are not just joining these groups for no reason. They're getting rewards out of these, things that we are all looking for, a sense of purpose, community.

I grew up with the internet and during my time with this project, especially out of character, people have talked to me about the misinformation age and this, you know, terrifying problem of online echo chambers and conspiracy theorists. But I want to remind us that there are humans behind a lot of these screens. It's not just numbers. Everyone's unique experience influences their own narrative about the world, and there's no blueprint for how to deal with this yet. But I do not think that online echo chambers of conspiracy theorists are this inevitable symptom of life online. The internet is about 30 years old and things are changing quickly, and I think it'll be very important that we develop new solutions for these new problems on a fundamental level.

What if by addressing belief before belonging, we're starting the conversation at the wrong place? Instead of sitting in collective bewilderment and frustration about how these people could believe these things, these crazies, what if we first looked under the hood and thought

about what made them vulnerable to this information in the first place? What might they be getting out of this that they're not getting in their everyday lives? How much does it have to do with a different truth, or how much does it have to do with the community that that truth brings?

We need to think about people's circumstances and reference points, to see them as fellow human beings who want to believe in something and want to belong, just like all of us do in this room. Because if we continue with our current approach of arguing on the level of belief, it's not going to get us anywhere. We're going to end up with more echo chambers, more disinformation and more polarization. Instead, we can do the harder work of looking into what is fueling the need for an alternate truth. Not only would this lend us more empathy for those who think differently than us, but I really think this might be the only actually productive means, productive means, of moving toward the shared reality that we all want to live in. Let's direct our energy toward the crisis of belonging. And then maybe we will understand the crisis of belief.

Before I go, I'll leave with one more word. Just don't forget: if it flies, it spies.

Thank You

[End]

Appendix (03)

Screenshots



Screenshot 01. Memory in Bremmer's talk Screenshot 02. Memory in McIndoe's Talk



Screenshots 03. Hand Gestures in Bremmer's Talk

Screenshots 04. Hand Gestures in McIndoe's Talk



Screenshots 05. Posture in Bremmer's Talk

Screenshots 06. Posture in McIndoe's Talk

Links to the videos

On You Tube

- Ian Bremmer's talk

<https://www.youtube.com/watch?v=uiUPD-z9DTg>

- Peter McIndoe's talk

<https://www.youtube.com/watch?v=3VEkzweBJPM>

On the official website

- Ian Bremmer's talk

https://www.ted.com/talks/ian_bremmer_the_next_global_superpower_isn_t_who_you_think?referrer=playlist-the_most_popular_ted_talks_of_2023&autoplay=true

- Peter McIndoe's talk

https://www.ted.com/talks/peter_mcindoe_birds_aren_t_real_how_a_conspiracy_takes_flight?referrer=playlist-the_most_popular_ted_talks_of_2023&autoplay=true