

Persuasive Strategies in Two Speeches of King Abdullah II About the Impact of COVID-19 Pandemic

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Abstract—The current study investigates the persuasive strategies and techniques used by King Abdullah II in his two speeches regarding the covid 19 pandemic. It also aims to critically analyze these persuasive strategies and techniques using critical discourse analysis. Moreover, it aims to explore the most and the least frequently persuasive strategies and techniques employed in these two speeches. The data consists of two speeches delivered virtually at the world economic forum. The first speech is delivered on the 21st of September 2020 and the second speech is delivered on 28 January 2021. The current study adapts Johnstone (2008) as a theoretical framework for data analyses. The findings reveal that King Abdullah II employed three persuasive strategies, namely quasilogical, presentational and analogical in the two speeches respectively. Findings also reveal that the presentational strategy is the most frequently used. The second most frequently used strategy is the quasilogical. The last employed persuasive strategy is analogical. Additionally, as for the persuasive techniques within the presentational strategy, deixis is the most frequently persuasive technique employed and visual metaphor is the least frequently employed persuasive technique in the two speeches. As for the quasilogical, syllogism is the most frequently used persuasive technique employed. Then, it is followed by subordinate clauses and logical connectives. As for the analogical strategy, both reminding the audience of the time-tested values and calling to mind traditional wisdom techniques are the most frequently employed persuasive techniques.

Index Terms—persuasive strategies, COVID 19 pandemic, speeches

I. INTRODUCTION

The current research explores the persuasive strategies and techniques employed by king Abdullah II in his two speeches delivered during the World Economic Forum hence forth WEF. The main themes of these two speeches are the impact of the Covid-19 pandemic on the world's economy, climate change, and other sensitive issues.

A. *Discourse and Critical Discourse Analysis*

Discourse refers to any utterance that is meaningful. This meaning can be created through written or spoken texts and sometimes it can be a mixture of both for example internet chat (instant messaging platforms such as Facebook Messenger, WhatsApp, and other social media networking websites. Discourse can vary in terms of length so it could be one sentence or one paragraph or very long text. Cook (1989, p.156) defined discourse as a term that refers to “a stretch of language perceived to be meaningful, unified, and purposive.” Discourse can be of three types or modes, namely written, spoken, and multimodal discourse. To illustrate this, radio talks, seminars, sermons, and conversations are all instances of spoken discourse. Moreover, news reports, articles, and written speeches are all instances of written discourse. Finally, multimodal discourse is an approach that looks at modes of communication such as text, color, and images. It is very important to consider that multimodal discourse analysis gives great significance to semiotics. News items on news channels are an illustrative example of multimodal discourse. Images with captions and colors are another example of multimodal discourse. Discourse also is purposeful and serves a particular goal. It should also be coherent and discusses a unified specific topic.

Critical discourse analysis henceforth (CDA) is one of the primary subdisciplines of discourse analysis. It is concerned with linking language societies and power in a particular discourse. According to Van Dijk (1998), CDA is the study of political speeches by tackling the different interrelated forms of social practices, i.e., how social power abuse, dominance, and inequality are created and generated in social and political contexts. Van Dijk (2009) states that the CDA is often interested in social practices, political speeches, and media texts. According to Wodak (2001), CDA is a branch of methods that have the same theoretical foundation and goals for addressing social issues and problems inside discourses.

Simpson (1993) adds that CDA is concerned with the language used by dominant groups to reflect their ideology. People are usually affected by the overt and hidden ideologies embedded within language. Thus, critically examining political discourse could primarily reveal the hidden ideologies that show the structure of political power. In a similar vein, Wang (2010) argues that the purpose of CDA is to investigate the connection between language, ideology, and power.

B. Political Discourse

Politics is concerned with the ability to make decisions, influence people's views, and even govern their values; therefore, language is vital for politicians. As such, political persuasion is an essential aspect of every society in which communicators attempt to persuade others to change their opinions or attitudes regarding a political issue using messages conveying a sense of free choice. Language use and politics have been studied for a long time. Language is a powerful tool that politicians can use to convey their ideas and beliefs. In this process, language plays a crucial part in the preparation of any political action. Political discourse henceforth (PD) covers a set of genres, including press conferences, political campaigns, political speeches, and debates.

As PD aims at better persuading the audience with a given point of view of a particular political figure, there seems to be a tight relationship between PD and the notion of persuasion. The following section introduces a definition of the term persuasion and its historical background.

C. Persuasion and Persuasive Strategies Used in Political Speeches

Persuasion has various definitions, for example, Van Dijk (1998) maintains that persuasion is a powerful tool that politicians use in their speeches to achieve their political goals. Moreover, Johnstone (2008) states that for persuasion to be effective in certain settings, rationality and logic must be demonstrated, while in others, emotions are required. In this sense, it is important to recognize that a persuasive strategy that is effective in one context may not be so in another. She proposes three persuasive strategies. These strategies are quasilogical, presentational, and analogical.

There are several persuasive strategies that politicians use in their PD to convince people to change their beliefs, opinions, and attitudes, these include anecdotes, rhetorical questions, emotive language, repetition, alliteration, and among others.

D. Objectives and Research Questions

The current study investigates the persuasive strategies and techniques that King Abdullah II uses in his two speeches delivered at the WEF in 2020 and 2021. It also explores the most and the least frequently used persuasive strategies and techniques in the two speeches

- 1- What are the persuasive strategies that King Abdullah II uses in his two speeches at the WEF (2020-2021) regarding the Covid-19 challenges?
- 2- What are the most and the least frequently used persuasive strategies and techniques that King Abdullah II uses in his two speeches?

II. THEORETICAL FRAMEWORK OF THE STUDY

The current study adopts the framework of the persuasive strategy proposed by Johnstone (2008). This framework was selected by the researcher as its best suit the data of the present study. This framework proposes three types of persuasive strategies namely quasilogical, presentational, and analogical persuasive strategies. The quasilogical strategy of persuasion was developed by the Belgian philosopher of rhetoric, Chaim Perelman: the persuaders attempt to use logic to persuade the audience by presenting figures or facts. To illustrate this, quasilogical strategy heavily depends on the use of logic and reasoning. The ideas themselves are more important than those who advocate for this strategy. Quasilogical strategy includes techniques such as syllogistic reasoning, the use of subordinate clauses, and the use of logical connectives. To illustrate this, Axelrod (2007) maintains that syllogism is an argument technique that is presented with three prepositions. He also reports that a speaker may employ the first and second to validate the third. The first and second prepositions are seen as premises, while the third is thought of as a conclusion. According to Johnstone (2008), the main goal of syllogistic reasoning is to encourage the audience to agree with the point of view of the arguer through the power of reasoning and rationality. Tanko et al. (2021) explain that syllogism is a form of deductive reasoning that primarily aims to reach a conclusion that is based on two or more premises that are assumed to be true. Johnstone (2008) asserted that for persuasion to be effective, displays of rationality and logic are necessary for certain contexts, whereas emotions are necessary for others. Moreover, the presentational strategy is the rhythmic flow of words or sounds usually carries the presentational receiver along. The main goal of this mode of persuasion is to bring the arguer's claim into the listener's consciousness and mind. The presentational persuader uses rhetorical deixes, images, metaphors, similes, assonance, repetition, and alliteration to try to engage the audience. Furthermore, Johnstone (2008) identified the analogical strategy as the third persuasion strategy. It depends on explicitly or implicitly invoking conventional wisdom. In analogical reasoning, conventional wisdom is frequently presented in the form of a myth, such as a story. Teaching by reminding the audience of values that have been tested over time or through the indirect method of storytelling is the primary method of persuasion employed by proponents of analogical discourse. Similarly,

analogical argumentations may reference religious beliefs or faith. The arguers may use stories or passages from religious books as examples. It is worth noting that in analogical discourse, audiences frequently make implicit connections between past events and current issues. The language of analogical discourse is similar to that of folk tales, which is something that can be recognized about this persuasion strategy.

III. REVIEW OF RELATED LITERATURE

Different scholars have extensively studied the issue of persuasive strategies using different theoretical frameworks, for example, Maeedi and Jasim (2021) examined a stylistic study of Saki's short story "The Lumber Room," using Barbara Johnstone's model to investigate three persuasive strategies. In particular, the purpose of this work is to study persuasion as a powerful concept and to analyze the different strategies and techniques that the main characters use to convince each other. It uses both qualitative and quantitative analyses to achieve its goals and confirm its key hypotheses. The results showed that Johnstone's three strategies of persuasion, quasilogical, presentational, and analogical, are used in ways that are closely related to the context of the story being studied. The results also revealed that the presentational strategy was the most frequently utilized persuasive strategy followed by the quasilogical strategy, and the analogical strategy was the least frequently employed.

Tanko et al. (2021) examined the linguistic augmentative means and devices utilized by Nigerian President Muhammadu Buhari in his speech *Save Our Great Nation from Total Collapse* (1984). The speech was analyzed using Johnstone's (2008) framework for persuasive strategies. The analysis was conducted in accordance with the three persuasive strategies described by Johnstone (2008): quasilogical, presentational, and analogical. The results demonstrated that Buhari used the three persuasive strategies in his speech. The presentational strategy was the most prominent of the three employed in the speech. The show aimed to develop common ground with Nigerians, incite a love of solidarity and cooperation with the top armed forces, and incite anger and discontent with the Nigerian civilian political system. The use of presentational methods demanded the use of logical tools, the majority of which are rhetorical deixis, followed by images, similes, and metaphors. In contrast to the presentational argument based on inclusion and sharing, Buhari employed quasilogical arguments based on rationality, such as syllogism techniques, enthymeme, causation, and the logical connective "if." As a reaction against all institutional forms of the political leadership of the Second Republic, these methods were employed to urge the masses to consider the ideological principles of the corrupt political system and to provoke them to think in solidarity with them. The findings also revealed that Buhari utilized analogical strategy to reinforce his claims by using the Noble Qur'an and hadith. Perhaps his familiarity with religious texts assisted him in persuading his audience to preserve their religious teachings for their cause.

Janam (2019) investigated the persuasion strategies American candidates used in parliament election campaigns and presidential campaigns. She chose speeches of the American presidential candidates in 2016, Trump and Clinton. The researcher found that there were different persuasion strategies used in the campaigns to influence the voters, such as using tag questions, repetition, similes, and assonance. From analyzing Clinton's speeches, the researcher found that Clinton depended on repetition to help the voters understand her intention. While she found that Trump depended heavily on using future tense to convince the voters that his main interest was the future of the voters and the future of America.

IV. METHOD

A. *Sample and Data Collection*

The study sample consists of two virtual speeches delivered in 2020–2021 by King Abdullah II at the WEF. The first speech was delivered on the 21st of September 2020. <https://www.kingabdullah.jo/en/speeches/wef-sustainable-development-impact-summit>. The second speech was also delivered on the 28th of January 2021, at the WEF Davos Agenda. <https://www.kingabdullah.jo/en/speeches/wef-davos-agenda>. The rationale behind selecting these two speeches is that these speeches focused mainly on the topic of the COVID-19 pandemic and its consequences on different sectors. The researcher has also found that the data included many instances of linguistic features that serve the research objectives. However, the researcher limited the analysis to three main areas, namely vocabulary (analysis of positive/negative lexicons and pronouns), syntax (analysis of passive and active voice structures), and rhetorical devices (analysis of metaphor, modality, and repetition). Both speeches were delivered in English, and they were directly downloaded from the official website of King Abdullah II (www.KingAbdullah.jo).

B. *Data Analysis*

Johnstone's (2008) framework is used to find and analyze persuasive strategies in the two speeches. In the first stage, the researcher has classified the two speeches based on textual analysis, namely use of vocabulary (analysis of positive/negative lexicons and pronouns), syntax (analysis of passive or active voice), and rhetorical devices (analysis of metaphor, modality, and repetition). In the second stage, the researcher classified the data based on the three major persuasive strategies proposed by Johnstone (2008).

Below is an illustration of the persuasive strategies and techniques proposed by Johnstone (2008):

TABLE 1
PERSUASIVE STRATEGIES AND TECHNIQUES

Persuasive Strategy	Techniques
Quasilogical Strategy (arguments based on rationality)	The quasi-logical arguer utilizes the following techniques: a) informal use of Mathematical notion of transitivity or syllogistic reasoning in constructing arguments, b) logical connectives, such as "thus", "hence", "therefore", "accordingly", "consequently", etc., c) subordinate clauses that relate premises to conclusions, such as "conditional clauses" and "cause clauses", d) enthymeme, and e) rhetorical questions, so as to arrive at a valid logical conclusion.
Presentational Strategy (arguments based on involvement)	The speaker can create involvement and arouse audience's consciousness by utilizing the following techniques: a. rhythmical flow of words, b. rhythmical flow of sounds or poetic alliteration, c. imagery, d. parallelism, e. repeating claims, paraphrasing them, and calling attention to them, f. visual metaphors ("look", "see", "behold") g. deixes, such as "here", "now", "this", etc. h. simile, and i. metaphor.
Analogical Strategy (arguments based on teaching using narrative)	Analogical arguer constructs his argument throughout: a. calling to mind a traditional wisdom in the mode of storytelling, b. reminding audience of the time-tested values, c. making use of formulaic language such as "that reminds me of ...", "you know that what they say", d. utilizing the words and proverbs of the ancestors, and e. referring to timeless past events ("once upon a time...").

V. RESULTS AND DISCUSSION

This section presents the major findings of the current research. The findings are presented in a form of a table where frequencies and percentages are calculated. The major findings of the current research are as follows:

A. Findings Related to the First Research Question

Findings revealed that King Abdullah II employed a total of three major persuasive strategies as well as several persuasive techniques within each strategy to illustrate this, the quasilogical strategy includes persuasive techniques, namely syllogistic reasoning, logical connective, and subordinate clauses. Moreover, the presentational strategy includes persuasive techniques such as metaphor, repetition, deixes, visual metaphor, Parallelism, imagery, alliteration, and rhythmical flow of words. Finally, the analogical strategy includes two persuasive techniques, namely reminding the audience of the time-tested values and calling to mind traditional wisdom in the mode of storytelling.

TABLE 2
THE DISTRIBUTION OF THE PERSUASIVE STRATEGIES USED IN THE FIRST SPEECH AND EXAMPLES OF EACH STRATEGY

No	Strategy	Technique	Examples
1	Quasilogical strategy	Syllogism	Rebuilding our international system towards a more inclusive economic recovery starts from the ground up, through mutually beneficial, bilateral, trilateral, and regional partnerships that form a global safety net to alleviate poverty and unemployment, bolster food security, and safeguard our environment
			Indeed, real, sustainable development that is truly felt by all peoples has perhaps never been more needed than it is today, to help us overcome the COVID-19 crisis and its humanitarian and economic ramifications, which will continue well beyond this pandemic
		subordinate clauses that relate premises to conclusions, such as "conditional clauses" and "cause clauses"	Striking all countries at an unprecedented, universal scale, this crisis should also be seen as an opportunity for all of us, if we act decisively, and act together. We in Jordan have been working with our partners in the region, and beyond, to invest in the strengths and resources of each one of us and build complementarities for the shared prosperity of our world, and the wellbeing of our peoples.
		logical connectives, such as "thus", "hence", "therefore", "accordingly", "consequently", etc.	So in your discussions today and in the days ahead, instead of looking at problems to solve, I urge you to look at opportunities to seize, and ways to collaborate, to rebuild a truly global, inclusive system that leaves no one behind. We are all in this together, and the sooner we realize it, the better.
2	Presentational strategy	Deixes such as "here", "now", "this", etc.	This pandemic and its long-term consequences have exacerbated the longstanding crises in our world. And we are ready to build on this potential, to become a launch-pad and

			a regional hub that facilitates international and regional efforts to respond to the challenges ahead.
		Visual metaphor (“look”, “see”, “behold”)	So in your discussions today and in the days ahead, instead of looking at problems to solve, I urge you to look at opportunities to seize, and ways to collaborate, to rebuild a truly global, inclusive system that leaves no one behind. Striking all countries at an unprecedented, universal scale, this crisis should also be seen as an opportunity for all of us, if we act decisively, and act together.
		Imagery	We must begin by rethinking our entire global system, to become more integrated, resilient, and just. This pandemic and its long-term consequences have exacerbated the longstanding crises in our world.
		Metaphor	The way forward must be rooted in a re-globalization that fortifies the building blocks of our international community, by enabling our countries to strike a balance between self-reliance and positive interdependence, enabling us all to jointly mount a holistic response to all crises facing our world—a response that strengthens our global economy, but also addresses inequalities; a response that leads to technological and industrial progress, but also ensures the sustainability of our shared environment.
		Parallelism	The way forward must be rooted in a re-globalization that fortifies the building blocks of our international community, by enabling our countries to strike a balance between self-reliance and positive interdependence, enabling us all to jointly mount a holistic response to all crises facing our world—a response that strengthens our global economy, but also addresses inequalities; a response that leads to technological and industrial progress, but also ensures the sustainability of our shared environment. The COVID-19 crisis has led Jordan to invest in its agricultural, ICT, medical, and pharmaceutical capabilities, in partnership with the private sector, to help ourselves and others. And we are ready to build on this potential, to become a launch-pad and a regional hub that facilitates international and regional efforts to respond to the challenges ahead.
		rhythmical flow of sounds or poetic alliteration	Rebuilding our international system towards a more inclusive economic recovery starts from the ground up, through mutually beneficial, bilateral, trilateral, and regional partnerships that form a global safety net to alleviate poverty and unemployment, bolster food security, and safeguard our environment. The climate crisis, poverty, hunger, unemployment, and social and economic inequalities have worsened after years of ineffective collective action.
		rhythmical flow of words	The COVID-19 crisis has led Jordan to invest in its agricultural, ICT, medical, and pharmaceutical capabilities, in partnership with the private sector, to help ourselves and others. The climate crisis, poverty, hunger, unemployment, and social and economic inequalities have worsened after years of ineffective collective action.
		repeating claims, paraphrasing them and calling attention to them	The way forward must be rooted in a re-globalization that fortifies the building blocks of our international community, by enabling our countries to strike a balance between self-reliance and positive interdependence, enabling us all to jointly mount a holistic response to all crises facing our world—a response that strengthens our global economy, but also addresses inequalities; a response that leads to technological and industrial progress, but also ensures the sustainability of our shared environment.
3	Analogical strategy	reminding the audience of the time-tested values	We must begin by rethinking our entire global system, to become more integrated, resilient, and just.
		calling to mind traditional wisdom in the mode of storytelling	In the name of God, the Compassionate, the Merciful

TABLE 3
THE DISTRIBUTION OF THE PERSUASIVE STRATEGIES USED IN THE SECOND SPEECH, AS WELL AS EXAMPLES OF EACH STRATEGY

No	Strategy	Technique	Examples
	Quasilogical strategy	Syllogism	It is a moral duty to treat the vaccine, as a global public good that ensures that low-income and poor countries are not left at the end of the waiting line, as high-income countries buy the majority of the most promising vaccines. And as Professor Schwab said, as host of the second highest number of refugees per capita globally, Jordan continues to protect refugees in its pandemic response, and we are among the first countries in the world to start vaccinating refugees for free. But international support is also essential.
		subordinate clauses that relate premises to conclusions, such as "conditional clauses" and "cause clauses"	As one of the world's water poorest countries in the world, Jordan is acutely aware of the threat of climate change. As part of our pandemic response, Jordan enabled nearly 13,000 SMEs to move from the informal to the formal economy, and we are one of the top global reformers in the Ease of Doing Business report in 2020. Our economy is ready to recover but in collaboration with the private sector.
		logical connectives, such as "thus", "hence", "therefore", "accordingly", "consequently", etc.	So investing in SMEs, the backbone of growing economies, is a must to expedite recovery. And so let us rethink and re-invent those ever-present terms of globalization, multilateralism, and international community.
2	Presentational strategy	Deixes such as "here", "now", "this", etc.	And here we must ensure the efficient and equitable distribution of COVID vaccines as well as treatments. We must collectively work to develop new policy tools to help us address the problems of today and tomorrow.
		Visual metaphor ("look", "see", "behold")	This pandemic has made us all equal. And let that be one of the positive lessons we take from this difficult time, as we look ahead.
		Imagery	Let our empathy drive our progress and recovery, And our attention to climate change is also key, as we work to counter the global threat of food insecurity, which has become even graver, in the wake of the COVID pandemic, with millions of people at the threat of starvation.
		Metaphor	The pandemic continues to ravage our world, and we have barely scratched the surface of its long-term humanitarian and economic implications. So investing in SMEs, the backbone of growing economies, is a must to expedite recovery.
		Parallelism	As we work to heal together, we must use the clarity afforded to us in adversity, to move confidently into a brighter future together. We need to turn multilateral trade into a tool for peace and shared prosperity, by increasing the resilience of supply chains, and fostering the integration of developing countries, to promote inclusive growth. Our global priorities must also include improving access to education and reducing the digital divide while preparing the labour force for the jobs of tomorrow—which are quickly becoming the jobs of today.
		rhythmical flow of sounds or poetic alliteration	The pandemic has painfully proven to us that returning to business as usual is neither sustainable nor effective. And here we must ensure the efficient and equitable distribution of COVID vaccines as well as treatments The pandemic has painfully proven to us that returning to business as usual is neither sustainable nor effective.
		rhythmical flow of words	Let us put equality, inclusivity, and dignity at the heart of what they stand for. So we must work collectively to promote the adoption of sustainable agri-tech solutions that improve the resilience of global food systems, to ensure accessibility, affordability, and quality, while protecting our environment.
		repeating claims, paraphrasing them and calling attention to them	We plan for our recovery to be rooted in green development and infrastructure projects. As we work to heal together, we must use the clarity afforded to us in adversity, to move confidently into a brighter future together.
3	Analogical strategy	reminding the audience of the time-tested values	as we build bridges to allow the better exchange of not only vital supplies and expertise but also the exchange of hope and positive ideas. let that be one of the positive lessons we take from this difficult time, as we look ahead.
		calling to mind traditional wisdom in the mode of storytelling	Let that lesson teach us not to ignore the greater pandemic of climate change. COVID has been a harsh reminder that what we do to nature has dangerous consequences.

B. Discussion of the Findings Related to the First Research Question

This section addresses the discussion related to the findings of the first research question. Findings reveal that King Abdullah II employed quasilogical, presentational, and analogical persuasive strategies in his two speeches to better persuade his audience with his viewpoints regarding the covid 19 pandemic and its consequences (See Tables 2 and 3).

It can be stated that King Abdullah II deployed the three persuasive strategies. However, he was intentionally using them in a way that serves his own political goals and interests. For example, King Abdullah II resorted to the quasilogical strategy whenever he wanted to use the power of logic and rationality. He also resorted to the Presentational strategy when he wanted to create a sense of engagement with his audience and attract their attention. Finally, he resorted to the analogical strategy to persuade his audience through religious sayings, and traditional wisdom and remind his audience of the values of the past and present.

C. Findings Related to the Second Research Question

TABLE 4
THE DISTRIBUTION OF FREQUENCIES AND PERCENTAGES OF THE PERSUASIVE STRATEGIES USED IN THE TWO SPEECHES

No	Persuasive strategy	Frequency	Percentage
1	Quasilogical strategy	24	20.9 %
2	Presentational strategy	82	71.30 %
3	Analogical strategy	9	7.80 %
Total	-	115	100%

As noted in table 4 above, results revealed that in the two speeches, the presentational strategy was the most frequently used persuasive strategy with a total of eighty-two frequencies, recording a percentage of (71.30 %). The second most frequently used persuasive strategy was quasilogical, with twenty-four frequencies recording a percentage of (20.9 %) in the two speeches. The least frequently used persuasive strategy was analogical, with nine frequencies recording a percentage of (7.80 %) in the two speeches.

In terms of the frequency of the persuasive techniques employed by King Abdullah II in the two speeches, table 5 below presents the findings and shows the most and the least frequently used persuasive techniques employed in the two speeches.

TABLE 5
THE DISTRIBUTION OF FREQUENCIES AND PERCENTAGES OF THE TECHNIQUES USED IN THE TWO SPEECHES

No	Strategy	Technique	Frequency	Percentage
1	Quasilogical strategy	Syllogism	14	12.18 %
		subordinate clauses that relate premises to conclusions, such as "conditional clauses" and "cause clauses"	5	4.34 %
		logical connectives, such as "thus", "hence", "therefore", "accordingly", "consequently", etc.	5	4.34 %
2	Presentational strategy	Deixes such as "here", "now", "this", etc.	30	26.08 %
		Visual metaphor ("look", "see", "behold")	3	3 %
		Imagery	11	9.56 %
		Metaphor	7	6 %
		Parallelism	10	8.69 %
		rhythmical flow of sounds or poetic alliteration	7	6 %
		rhythmical flow of words	7	6 %
3	Analogical strategy	repeating claims, paraphrasing them and calling attention to them	7	6 %
		reminding the audience of the time-tested values	5	4.34 %
		calling to mind traditional wisdom in the mode of storytelling	4	3.47 %
Total	-	-	115	100 %

Table 5 above shows the distribution of frequencies and percentages of the techniques used in the two speeches. Results of the analysis of the two speeches indicated that deixes were the most frequently used technique, with (30) frequencies recording a percentage of (26.08 %). Results also revealed that syllogism has ranked as the second most frequently used technique, with (14) frequencies recording a percentage of (12.18). Additionally, it revealed that the third most frequently used technique was imagery, with (11) frequencies recording a percentage of (9.56 %). Parallelism ranked as the fourth most frequently used technique in the two speeches, with (10) recording a percentage of (8.69 %). Moreover, four different techniques, namely rhythmical flow of sounds or poetic alliteration, rhythmical flow

of words, repeating claims, paraphrasing them, and calling attention to them, and metaphor, have all ranked as the fifth most frequently used techniques, with (7) frequencies in each recording, a percentage of (6 %). Furthermore, three different techniques, viz. subordinate clauses, logical connectives, and reminding the audience of the time-tested values, have all ranked as the sixth most frequently used techniques, with (5) frequencies, recording a percentage of (4.34 %). Calling to mind traditional wisdom in the mode of storytelling was ranked seventh with (4) frequencies, recording a percentage of (3.347%). Finally, the least frequently used technique was visual metaphor, with (3) frequencies recording a percentage of (3 %).

D. Discussion of the Findings Related to the Second Research Question

This section addresses the discussion related to the findings of the second research question. The presentational strategy was the most frequently employed persuasive strategy by King Abdullah II in his two speeches at the WEF regarding the covid 19 pandemic. It could be argued that presentational strategy was the most frequently employed strategy because King Abdullah II aimed at engaging his audience and getting them involved through the manipulation of rhetorical devices such as metaphors, visual metaphors, repetition, the rhythmical flow of words, rhythmical flow of sounds, imagery, parallelism, and deixes. It could also be argued that King Abdullah II employed the presentational strategy in the two speeches to attract the attention of his audience via rhetorical devices such as the rhythmical flow of sounds and words. Thus, he employs such techniques to achieve his goal of persuading his audience with his viewpoints regarding the covid 19 pandemic.

The second most frequently employed persuasive strategy used by King Abdullah II in his two speeches was the quasilogical persuasive strategy which is based on rationality and logic. One possible reason for using the quasilogical persuasive strategy by King Abdullah II is that he wishes to push his audience to logically think about the covid 19 pandemic and make them realize that it has a detrimental effect on the economy of the world. Another possible reason for using the quasilogical persuasive strategy by King Abdullah II could be that he wishes to highlight the importance of solidarity among the international community and the importance of collective efforts to fight and reduce the consequences of the covid 19 pandemic via the use of syllogistic reasoning, subordinate clauses, and logical connectives. Finally, King Abdullah II's use of such techniques of quasilogical persuasive strategy aims at better persuading his audience with his viewpoints regarding the fight against the covid 19 pandemic.

The least frequently employed persuasive strategy used by King Abdullah II in his two speeches was the analogical persuasive strategy that is manifested via the use of traditional wisdom or religious sayings, as well as reminding the audience of time-tested value techniques. One possible justification for the use of analogical persuasive strategy by King Abdullah II is that he aims to boost the spiritual values and the morale of his audience and make them believe his thoughts and ideas regarding the covid 19 pandemic. Besides, King Abdullah II resorted to reminding his audience of time-tested values to motivate them to receive his ideas and persuade them with his ideas, insight, and vision towards the pandemic. One possible last justification for the use of analogical persuasive strategy by King Abdullah II could be that he seeks to offer his audiences hope and positivity amidst the challenges of the covid 19 pandemic such as unemployment, poverty, hunger, climate change, and among others. The findings of the second research question are in line with Maeedi and Jasim (2021) who concluded that the most frequently employed persuasive strategy in a stylistic study of Saki's short story "The Lumber Room," was the presentational persuasive strategy followed by quasilogical persuasive strategy and the least frequently employed strategy was the analogical persuasive strategy (see Table 4).

Considering the description of the findings related to the second research question in table 5, deixes seem to be employed intentionally by King Abdullah II to move his audience and get them engaged with the ideas he proposes.

The findings of the second research question of the current study are in line with Tanko et al. (2021) who concluded that deixes were the most frequently employed technique in the speech of the Nigerian President, Muhammadu Buhari, to move his audience and create a high sense of involvement with them.

Similarly, Syllogism has also been used as the second highest frequently persuasive technique in the two speeches and this could be attributed to the assumption that King Abdullah II has resorted to the power of logic and rationality to better persuade his audience with the ideas he proposes to his audience in his speeches. According to Johnstone (2008), the main goal of syllogistic reasoning is to encourage the audience to agree with the point of view of the arguer through the power of reasoning and rationality.

Moreover, imagery and Parallelism have been used as the third and the fourth highest frequently used persuasive techniques across the two speeches. It can be stated that King Abdullah II has used the former to create a sensory image to facilitate persuasion as well as to create a vivid image for his audience to enable them to understand his viewpoint. The latter, however, seems to be employed by King Abdullah II rather intentionally to make his speech solid, cohesive, and memorable to his audience, so his audience will still remember or recall his words or extracts of his speech. Another potential interpretation behind the use of parallelism could be that the speech giver wishes to create a rhythmical effect on the hearers or addressees to catch their attention, capture their hearts and keep them engaged with the speech giver. The use of all these techniques has one thing in common: persuading the audience of a given point of view and keeping the audience involved, moved, and focused on the speech giver.

VI. CONCLUSION

The researcher concluded that King Abdullah II employed three persuasive strategies, namely quasilogical, presentational and analogical persuasive strategy in the two speeches respectively. Moreover, the Findings revealed that out of the three employed strategies, the presentational strategy was the most frequently used in the two speeches because King Abdullah II intends to keep his audience involved and wishes to attract their attention. The second most frequently used strategy in the two speeches was the quasilogical persuasive strategy and this could be attributed to the assumption that King Abdullah II resorted to the power of logic and rationality to persuade his audience. The last employed persuasive strategy in the two speeches was the analogical persuasive strategy and this could also be attributed to the assumption that he wanted to move, involve, and engage his audience with his opinions thus he finds it easier to persuade his audience with his viewpoints.

Additionally, out of the persuasive techniques that belong to the presentational strategy in the two speeches, *deixis* was the most frequently persuasive technique employed by King Abdullah II. This can be interpreted as King Abdullah II's wish to engage his audience and get them involved in his discourse. Imagery ranked second in terms of frequency followed by parallelism which ranked third then it was followed by metaphor, the rhythmical flow of sound, or poetic alliteration, rhythmical flow of words, and repetition ranked fourth. Finally, the visual metaphor was the least frequently employed a persuasive technique that belongs to the presentational strategy in the two speeches.

Out of the persuasive techniques used in the quasilogical persuasive strategy in the two speeches, syllogism was the most frequently used persuasive technique employed by King Abdullah II. This could be attributed to the assumption that King Abdullah II resorted to the power of rationality, logic, and reasoning to persuade his audience with his ideas and thoughts. Both subordinate clauses, as well as logical connectives, were the second and the least frequently used techniques in the two speeches.

As for the persuasive techniques employed within analogical strategy in the two speeches, both reminding the audience of the time-tested values and calling to mind traditional wisdom in the mode of storytelling techniques were the most frequently persuasive techniques by King Abdullah II.

APPENDIX A

(The first speech was delivered at the WEF Sustainable Development Impact Summit on the 21st of September 2020.)

In the name of God, the Compassionate, the Merciful,

Your Excellencies,

Dear Friends:

I am delighted to help launch this much-needed discussion at such a crucial time, and I thank my dear friend Professor Schwab for his dedication to bringing about positive change in our world.

Indeed, real, sustainable development that is truly felt by all peoples has perhaps never been more needed than it is today, to help us overcome the COVID-19 crisis and its humanitarian and economic ramifications, which will continue well beyond this pandemic.

Striking all countries at an unprecedented, universal scale, this crisis should also be seen as an opportunity for all of us, if we act decisively, and act together.

We must begin by rethinking our entire global system, to become more integrated, resilient, and just. A globalised world cannot thrive by leaving its most vulnerable communities behind. We are all in this together, and the sooner we realise it, the better.

Rebuilding our international system towards a more inclusive economic recovery starts from the ground up, through mutually beneficial, bilateral, trilateral, and regional partnerships that form a global safety net to alleviate poverty and unemployment, bolster food security, and safeguard our environment.

We in Jordan have been working with our partners in the region, and beyond, to invest in the strengths and resources of each one of us, and build complementarities for the shared prosperity of our world, and the wellbeing of our peoples.

The COVID-19 crisis has led Jordan to invest in its agricultural, ICT, medical, and pharmaceutical capabilities, in partnership with the private sector, to help ourselves and others. And we are ready to build on this potential, to become a launch-pad and a regional hub that facilitates international and regional efforts to respond to the challenges ahead.

My friends,

This pandemic and its long-term consequences have exacerbated the longstanding crises in our world. The climate crisis, poverty, hunger, unemployment, and social and economic inequalities have worsened after years of ineffective collective action.

The way forward must be rooted in a re-globalisation that fortifies the building blocks of our international community, by enabling our countries to strike a balance between self-reliance and positive interdependence, enabling us all to jointly mount a holistic response to all crises facing our world—a response that strengthens our global economy, but also addresses inequalities; a response that leads to technological and industrial progress, but also ensures the sustainability of our shared environment.

So in your discussions today and in the days ahead, instead of looking at problems to solve, I urge you to look at opportunities to seize, and ways to collaborate, to rebuild a truly global, inclusive system that leaves no one behind.

I wish you a fruitful summit.

Thank you.

APPENDIX B

(The second speech was also delivered by King Abdullah II on the 28th of January 2021, at the WEF Davos Agenda.)

In the name of God, the Compassionate, the Merciful,

My dear friends:

It is a pleasure to join your insightful discussions, and I thank my friend, Professor Schwab, for inviting me to be part of this very important meeting.

We begin a new year with many of the challenges that marked the last one still rippling into just about every sector. The pandemic continues to ravage our world, and we have barely scratched the surface of its long-term humanitarian and economic implications.

Yet, I believe there is a glimmer of hope. Some vaccines are ready, and as we start this long, overdue healing process, we are better served trying to heal this together.

And here we must ensure the efficient and equitable distribution of COVID vaccines as well as treatments. It is a moral duty to treat the vaccine, as a global public good that ensures that low-income and poor countries are not left at the end of the waiting line, as high-income countries buy the majority of the most promising vaccines.

Amidst these challenging times, safeguarding the health and wellbeing of refugees remains a global responsibility. And as Professor Schwab said, as host of the second highest number of refugees per capita globally, Jordan continues to protect refugees in its pandemic response, and we are among the first countries in the world to start vaccinating refugees for free. But international support is also essential. We must collectively work to develop new policy tools to help us address the problems of today and tomorrow.

In Jordan, we have been able to double the rate of financial inclusion over the past six years, by relying on digital approaches to increase access to finance for Jordanians and refugees alike. And mobile money account ownership increased, as we sought innovative solutions to support workers' families in need.

Our global priorities must also include improving access to education, and reducing the digital divide, while preparing the labour force for the jobs of tomorrow—which are quickly becoming the jobs of today.

So investing in SMEs, the backbone of growing economies, is a must to expedite recovery. As part of our pandemic response, Jordan enabled nearly 13,000 SMEs to move from the informal to the formal economy, and we are one of the top global reformers in the Ease of Doing Business report in 2020. Our economy is ready to recover, but in collaboration with the private sector.

My friends,

As we work to heal together, we must use the clarity afforded to us in adversity, to move confidently into a brighter future together.

The pandemic has painfully proven to us that returning to business as usual is neither sustainable nor effective. And so let us rethink and re-invent those ever-present terms of globalisation, multilateralism, and international community. Let us put equality, inclusivity, and dignity at the heart of what they stand for.

Our world needs a re-globalisation that seeks a sustainable, equitable and green recovery, that puts the wellbeing of our peoples and our planet first.

We need to put the emphasis on community, in international community, to focus on the shared values, aspirations, and ideals that unite us.

We need to turn multilateral trade into a tool for peace and shared prosperity, by increasing the resilience of supply chains, and fostering the integration of developing countries, to promote inclusive growth.

And we all need to rethink the way we deal with our planet. COVID has been a harsh reminder that what we do to nature has dangerous consequences. Let that lesson teach us not to ignore the greater pandemic of climate change.

This, I believe, is an urgent crisis that we must address together, through creative solutions that prioritise green investments and renewable energy. As one of the world's water poorest countries in the world, Jordan is acutely aware of the threat of climate change. We plan for our recovery to be rooted in green development and infrastructure projects.

And our attention to climate change is also key, as we work to counter the global threat of food insecurity, which has become even graver, in the wake of the COVID pandemic, with millions of people at the threat of starvation.

So we must work collectively to promote the adoption of sustainable agri-tech solutions that improve the resilience of global food systems, to ensure accessibility, affordability, and quality, while protecting our environment.

So my friends,

This pandemic has made us all equal. And let that be one of the positive lessons we take from this difficult time, as we look ahead. Let our empathy drive our progress and recovery, as we build bridges to allow the better exchange of not only vital supplies and expertise, but also the exchange of hope and positive ideas.

I hope that we let our humanity lead the way.

Thank you very much, Professor Schwab.

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