

PERSUASIVE STRATEGIES IN SELECTED UNICEF SPEAKER'S SPEECH

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ABSTRACT

The research examined the persuasive strategies employed in selected UNICEF speakers' speeches (BTS - RM and Jin, Millie Bobby Brown, and David Beckham). The observation aimed to determine the types of persuasive strategies used in selected UNICEF speakers' speeches and how they were implemented. The research employed a descriptive qualitative approach in its research design. In the data analysis process, the analysis was conducted by describing and interpreting each data point in the form of words or utterances according to the context. A purposive sampling of all facts was used to collect data. In addition, the research used Aristotle's theory of persuasion as a reference to help understand and analyze the data found from the speech. According to the data analysis, the research discovers 49 data points that utilize persuasive strategies. They employ all of Aristotle's persuasive strategies to persuade their audience. These are the strategies of ethos, pathos, and logos. In their speeches at the children's day event, BTS, and David mostly express pathos, while Millie mostly expresses logos. It proves that by expressing their credibility, serving realistic information, and including the hearer's emotions in their speech, UNICEF speakers intentionally attempt to achieve their purpose.

Keywords: persuasion, persuasive strategies, speech, UNICEF speaker

INTRODUCTION

In this society, human beings have a close relationship with language. Language is what the members of a particular society use to speak (Wardaugh & Aitchison, 1987). When people communicate with one another or require something from another, they require a language. Language is an established system of utterance or non-utterance symbols used by a particular cultural group to express their identities. Language functions include communication, the expression of identity, play, imaginative expression, and emotional release. Language has many definitions that have been proposed by experts. A phonetician and language scholar, Henry Sweet, has identified that a language is a form of a word from the combination of sounds used to express ideas (Atherton, 1995). The American linguists Bloch, Bernard, and Trager (1942) have specified a definition of language as an arbitrary

vocal system that is used by social groups (Crystal & Robins, 2021).

In other instances, language is critical in oral and written languages because it performs functions such as ordering, persuading, and informing. Keraf (2004) has stated that the art of convincing someone to do something in accordance with the speaker's goals by using words is called persuasion. It means that the act of persuading the listener to be interested in something offered is known as persuasion.

According to Janam (2019), persuasion can be defined as any type of discourse influencing feelings, thoughts, and behavior. This means that all speech is persuasive. The persuasion process is complex because it refers to definite meanings like acceptance, comprehension, and retention. It also has the meaning that persuasion is an act to influence the listener with a certain purpose conducted by the speaker. Convincing consumers to accept the invitation to be later applied

as a new thing is the goal of persuasion. This definition defines persuasive language as a language or tool used to persuade others. In another supported sentence, as a basic element in language use, persuasion has received much attention from philosophers and researchers in the fields of social sciences, humanities, and linguistics. The process of persuasion, in general, and the techniques of persuasion, in particular, have been one of the central issues of sociolinguistic and discourse analysis as fields of study. Several studies on persuasion suggest that the process is primarily and essentially a social act (Al-Ghamdi & Alghofaily, 2019). Persuasion is a function that can be found in speech text. Having communication is the purpose of a speech Soedjarwo (2020). Generally, a 'speech' is an address made to an audience on various occasions and for various purposes to accomplish a specific goal.

However, Aristotle is among the most persuasive theorists. From Aristotle's time to today, the art of persuasion has developed and received scholarly attention in various cultures, disciplines, languages, and genres (Alkhalwaleh, 2021). By Aristotle, persuasion is divided into *ethos*, *pathos*, and *logos*. *Ethos* is the totality of the speaker, *pathos* is the ability to control the interlocutor's emotions, and *logos* is the speaker's statement that is in accordance with the facts. Persuasive techniques have some areas to be investigated, such as advertising, politics, social issues, and others. However, the focus of this research will be on persuasive techniques applied in social campaigns. The social campaign of UNICEF is related to children. According to data shown by the UNICEF website, the responsibility to save children's lives, defend their rights, and help them fulfill their potential belongs to and is conducted by UNICEF in as many as 190 countries and territories. The research attempts to investigate the persuasive strategies of the selected UNICEF speakers, which there are three speakers: BTS, David Beckham, and Millie Bobby Brown.

For this purpose, the research focuses on finding out the types of persuasive strategies used by the UNICEF speakers in their speeches and examines each speaker's persuasive patterns or characteristics in view of Aristotle's theory. One more speech from another UNICEF speaker is included to confirm and compare the findings and patterns of persuasive strategies.

The topic and subject are chosen because UNICEF is one of the United Nations' most well-known and widely recognized organizations. Additionally, persuasive speech is frequently used by a public speaker in a position of authority, such as UNICEF speakers. The first speaker chosen in this research is a speech from BTS at UNICEF 2020, a K-Pop band and a UNICEF supporter who has inspired the world community greatly. The speech is delivered through a video message at the 75th session of the UN General Assembly with the theme "Protraction of the COVID-19 Crisis: Mitigating the Impact and Protecting Future Generations". BTS is considered as the group that has the highest popularity in the world. The number of viewers for each music

video on YouTube, which always breaks records with fantastic numbers, causes BTS to become a boy group that earned \$130 million in merchandise sales in 2019. BTS is also considered a global sensation, according to a Hollywood reporter. Millie Bobby Brown and David Beckham jointly attended the UNICEF event in 2019 as the UNICEF Goodwill Ambassadors and delivered their speeches at the United Nations Headquarters in New York at a global summit. The speeches discussed children and young people worldwide and a demand for action to protect and promote child rights. Millie Bobby Brown is an actress and model from England. Her role as 'Eleven' in the 2016 Netflix science fiction drama series with the title *Stranger Things* brought her to the public's attention. In addition, at the age of 13, she manages to get a nomination for an outstanding supporting role at the Primetime Emmy Award. Among the people featured on the TIME 100 (IMDB) list, she is the youngest.

Another example is David Robert Joseph Beckham or better known as David Beckham, an English football player from London who is known by the international community. In addition, his personal life is also widely known by people (Gaur et al., 2021). At the UNICEF Speech in 2019, the UNICEF Goodwill Ambassador addressed a global summit at United Nations Headquarters in New York, joining children and young people worldwide in demanding action to protect and promote child rights. Their campaign speeches must be fascinating for research purposes.

Some previous research has been conducted to discuss this topic. The first is research conducted by Supeno (2018), who has said that to persuade, a speaker must analyze the speech situation and adapt his or her speech to it. In discussions about rhetoric, Aristotle is recognized as an expert in rhetoric who devoted more than a third of his Art of Rhetoric to the study of the audience. Persuasive writing or speaking is often aimed at the heart or the stomach instead of the head. This means that persuasive writing expects the audience to use emotions rather than logic. The strategies used will refer to the use of many adjectives that play a major role in attracting emotions and feelings from the audience rather than using data to invite logical thinking. Discussed in terms of tripartite as the core theory of rhetoric, this research is intended to analyze English students' replies to their customers' requests through WhatsApp business role-playing. The findings show that most of the students' replies need to be rhetorically modified to make them more persuasive. The second is by Faiz, Yulianti, and Septiana (2020), which investigates the persuasive strategies used by Donald Trump in his speech about Jerusalem. This research aims to analyze persuasive strategies in Donald Trump's speech about Jerusalem. The data analyzed in this research are two speeches by Trump about Jerusalem. Using his perceived intelligence, virtuousness, and goodwill to create peace in Jerusalem, Trump expresses his grief. The research proves the principles of *ethos*, *logos*, and *pathos*

used by Trump in his speech. Conveying accurate information about the role of Israel in creating peace illustrates the use of the *logos* principle. Trump creates tenderness, admiration, and recognition to influence the hearer's emotions and express his sorrow. It can be concluded that the purpose of Trump's speech is to touch the hearers' emotions and persuade them.

Moreover, the last one is research in the form of a thesis about the persuasion strategy expressed by Hillary Clinton in a political campaign conducted by Shabrina (2016). She uses Aristotle's theory and finds that Hillary Clinton used several persuasion techniques to get support from the audience or public and invests her idea in delivering her speeches. They are *logos*, *pathos*, and *ethos*. Through those strategies, Hillary Clinton convinces her audience. Therefore, they could believe that voting for her in the presidential election is something right. Regardless of the position and context of the different presidential/presidential candidates with a boy group, it is important to know how persuasive strategies are widely used, especially in speeches, which aim to persuade and persuade the audience to do something. In comparison, Hillary Clinton and Trump use persuasive strategies to gain support (telling the audience to do something, which is to vote); meanwhile, BTS uses persuasive strategies for the same purpose, inviting the audience to do something, namely to make a difference.

METHODS

The data are analyzed in the form of utterances or words using a qualitative descriptive method. Transcripts from selected UNICEF speakers are used in this research. The research article relies entirely on internet sources. The research is conducted based on data provided on the internet and found data formatted in UNICEF speeches. The main sources for the research are selected UNICEF speeches obtained from the UNICEF website via the internet, and the research data comes from the speeches or words of selected UNICEF speakers. The data collection process includes several steps. First, the researchers browse the speech from the internet. Second, the transcript of the speech is on the UNICEF website. The data selection here is a data collection method analyzed by the researchers. Third, attention is paid to the speeches or words of selected UNICEF speakers as they deliver their speeches. The data is read several times to ensure a thorough understanding of the speeches, which helps identify and determine which data may contain the persuasive strategies used in these speeches. Fourth, classification is carried out, and a list of terms used in the utterances or words is made according to the persuasive strategy in the data table. Consequently, the aim is to gain a thorough understanding and knowledge base. Finally, the researchers finish the research on the background and experience of UNICEF speakers from news or articles to prove their credibility and behavior as speakers.

RESULTS AND DISCUSSIONS

The persuasive strategy is examined using one of the speeches delivered by a UNICEF speaker with the theme "World Children's Day". BTS' members covering (Jin and RM), Millie Bobby Brown, and David Beckham are all represented. The research has examined the various strategies used by UNICEF speakers during these speeches. The data show that UNICEF speakers use a variety of persuasive strategies. The strategy is classified into *ethos*, *pathos*, and *logos*. There are 13 data points indicating the *Ethos* strategy, 26 data points indicating the *Pathos* strategy, and 10 data points indicating the *Logos* strategy. In addition, there is a context for each data point, which provides additional information about speech. The findings and data collected are presented in Table 1.

Table 1 Intensity of Persuasive Strategies

No	Data Sources/Speakers	Logos	Pathos	Ethos
1.	BTS	1	13	4
2.	Millie Bobby Brown	6	5	4
3.	David Beckham	3	8	5

Logos is logical proof based on logical reasoning in an argument (Torto, 2020). Rational persuasion (*logos*) is shown in the letters by how writers logically describe problems, support arguments, and state conclusions (Im, Kim, & Miao, 2021). In Elhai (2020), *logos* is the rationality of the speech's arguments. Also, according to Saeed et al. (2020), *logos* is a persuasion using logic, reasoning, and facts.

The data source has found one *logos* on BTS, six *logos* on Millie Bobby Brown, and three *logos* on David Beckham because they have characters to provide facts and take real examples. It states that *logos* is essentially realized by rational discussion because using reasoning is the most valid way of persuasion. In other words, if a dispute seems to be logical, it would be irrational to contradict it (Ghasemi, 2020).

Datum 1

Jin:

"That is the message of 'Love Myself' we talked about for three years. It's the message in the lyrics of our song *Dynamite*: I'm diamond, you know I glow up."

By giving logical proof or evidence, hearers would be persuaded, and Jin expresses *logos*. *Logos* is the type of appeal that can be considered crucial. This is due to the fact that it revolves around the logical aspect of the key ideas (Hamzah, Johan, & Rahmat, 2019). In Goldin (2020), *logos* has the purpose of guiding other members of the community to useful and noble actions. Ginting, Sili, and Setyowati (2019) have found that most communications require logic and rationality. *Logos* refers to the overall logicity

and coherence of the message. Appeals to *logos* are necessary where facts or processes are of utmost importance. Process descriptions, technical manuals, and business reports, in general, are heavy on *logos*. Messages intended to persuade will require explicit claims substantiated by compelling evidence: facts, statistics, examples, expert opinion, analogies, and anecdotes.

He tells the hearers what he describes in his speech in 'Love Myself'. He shows the time signal by saying, "we talked about it for three years", to convince hearers that what he explained is an actual event. In addition, he describes that in the lyrics of his group song *Dynamite*, he invites the people to believe that they are diamonds themselves, another fact to support his argument.

Datum 2

Millie Bobby Brown:

"Thirty years ago, Audrey Hepburn reminded us of the power of the rights protected in the Convention. These rights matter. They are eternal. However, they are not automatic. It's up to all of us to bring these rights to life."

Logos, as stated in Papadopoulos and Ypsilandis (2017), is used to reflect attractiveness which mostly acts as a persuasive methodology by relying on logic as a tool to attract the emotions of the audience. Millie puts *logos* in the form of a timestamp on the sentence 'thirty years ago', explaining how children's rights are rights that have been protected for a long time, thirty years ago. She also mentioned the name, 'Audrey Hepburn', to support her facts so that the facts about the childhood rights period have been around for a long time and have become more believable. Thus, in this case, Millie expresses her opinion on how children have rights that must be protected, even though it was thirty years ago, and with evidence that her words are logical and valid. By providing evidence, Millie proves something and convinces the audience to have more faith in what she provides at the time and what she will say next.

Datum 3

David Beckham:

"Today is World Children's Day, a day when we should all remind ourselves of our duty to children everywhere. Our duty is to protect them, their hopes, their aspiration, and of course, their dreams."

David uses World Children's Day as a *logos* in his speech (Almagsosi & Algehezy, 2020). *Logos* relies heavily on inductive and deductive reasoning. Whereas the former takes a specific state of fact or issue and generalizes it, the latter takes a broad issue and specifies its boundaries. Aristotle in Nurkhamidah, Fahira, and Ningtyas (2021) declares a discourse that presents logic, clarity, rationality, and integrity to an argument. As well in Jannah, Nur, and Rauf (2020), *logos* is a strategy to persuade people by using proofs

and facts to support the argument. In this case, David uses World Children's Day as solid evidence to support his speech's argument, inviting the audience to take part in defending children's rights. World Children's Day is a clear and valid fact because the day is protected by law and exists legally for a specific purpose. Thus, David provides solid evidence to support his argument, creating the data *logos* above.

Pathos is the art of persuading by means of appealing to the emotions of readers. Seeing how *pathos*, the emotional appeals, are used to persuade can be based on texts ranging from classic essays to contemporary advertisements. An audience's emotional response can be affected by choice of language, and an argument can be enhanced through the use of an effective emotional appeal (Krishnan et al., 2020). Also, it is supported by Mensah, Sarfo-Adu, and Afful (2018), which stated that *pathos* is where the speaker puts the audience in a certain mindset. The speaker should feel committed to what he/she says and does; otherwise, others would not be committed. It means to demonstrate feeling and sympathy or suffering. Passion is the work of the heart. The interpretation of *pathos* is the root of the English word pathetic; then, it can be assumed that *pathos* has a negative connotation (Laksono, Hamamah, & Chojimah, 2020).

From *pathos* data, BTS has thirteen, Millie has five, and David Beckham has eight. They share their personal experiences so they can put themselves in their audience's shoes. In addition, they all try to feel what the audience feels so that the audience can be touched by the emotions they convey. According to Tayyab et al. (2021), *pathos* is touching the audience's emotions. Active speakers should use emotional appeals that are also logically persuasive, as viewers may be suspicious of an emotion-only speech. It is also supported by Arofah (2018) that *pathos* is related directly to the audience. *Pathos* is the arousing of emotions in the audience. It relies on evoking an emotional reaction from the audience, mostly by emphasizing phrases or situations. *Pathos*, in the Aristotelian view, is an affective characteristic aiming to place the audience into a certain frame of mind. Aristotle believes all things in life have a reason to exist (Alabbad, Al Mansur, & Ypsilantis, 2019).

Datum 4

RM:

"I imagined the limitless possibilities before all of us, my heart beating with excitement. But COVID-19 was beyond my imagination. Our world tour was cancelled, all our plans went awry, and I became alone. I looked up but couldn't see the stars at night."

Pathos is expressed by RM by involving emotions by telling an incident that made him sad over the tragedy of the COVID-19 situation. Aristotle in Malabar (2020) explains the emotions of the audience. Meanwhile, Aristotle in Abu-Hassoub (2021) says that *pathos* refers to the emotional appeal to the audience. It means to persuade an audience by evoking certain

emotions to make them feel the way the speaker wants them to feel. Speakers use meaningful language, make deliberate word choices, mention examples from history, use metaphors and similitudes, and use examples and stories that evoke emotion, e.g., sympathy, anger, frustration, love, fear, envy, hate, contempt, etc. Supported by Sameer (2017), *pathos* is the arousal of emotion used to achieve persuasion. In the last sentence, he describes that “he could not see the stars at night” and “I became alone”, meaning he feels darkness, hopelessness, and loneliness at the same time. It shows that RM is expressing his sadness to show his feelings in this situation.

Datum 5

Millie Bobby Brown:

“They’re still struggling in the darkness; wrestling with fear, with insecurity. Bullying and online threats are never harmless, never just words. It puts children’s mental health at risk. It causes stress, and in the most extreme cases — and in areas around the world where conflict and violence are daily threats — it can lead to self-harm, sickness. And even suicide.”

Millie uses *pathos* to explain the mental state of children as a result of bullying. Keraf (2004) has explained that speakers are required to prepare emotions according to the objectives given in their speech. In this case, Millie prepares the emotions owned by herself and the children who are victims of bullying. She uses the mental pressure experienced by children to invite the audience to understand how significant the impact of bullying is, so they should have understood how they should be a driver in protecting children’s rights. As a person who has experienced bullying, Millie must have also used her emotions to describe these feelings, so it can be seen that Millie uses *pathos* in the data above. It is also supported by Triana, Maftukhin, and Nugroho (2022) that *pathos* is a reasonable emotional bond in a prospective audience. Judgments are different when feeling pleased and friendly than being hurt and aggressive.

Datum 6

David Beckham:

“I met boys and girls in Nepal who just wanted to go back to school, and back to normality, to be supported to fulfil their potential after the devastating earthquake.”

In the speech Datum 6, David shows *pathos*. *Pathos* discourse that appeals to the passions or emotions of the audience (Charland et al., 2017). Aristotle in Krishnan et al. (2021) argues that the affective or emotional appeals that present persuasive messages to move an audience to action are used by the speaker in speech when he uses *pathos*.

David shows compassion when he mentions the lives of the children he meets, as highlighted by ‘the devastating earthquake’ that prevents children from speaking their dreams and having to bury them because life is full of disasters. He shows his emotions

at work and condolences by using the adjective ‘devastating’. David shows the aim of the world community to protect children’s rights by using *pathos* as a persuasive strategy.

Ethos by Zahra and Arts (2021) has stated that it influences the audience and persuades them to feel a certain way. *Ethos* appeals consist of personal experience, showing the speaker’s respect for the audience’s interests and point of view, and showing the persuaders good character and judgment (Alkhodari & Habil, 2019). Meanwhile, *ethos* in Rahmanita (2021) is an appeal to credibility or character. The persuasive technique of *ethos* relates to ethics. For the ethical appeal, writers or speakers want to convince the audience that they are credible sources. Also, *ethos* is a credible source of information (Ting & Jerome, 2018).

From the *ethos* data, BTS and Millie each have four *ethos*. Meanwhile, David Beckham has five *ethos*. They use *ethos* because it makes the audience believe that they are people who have good personalities and backgrounds by mentioning their position and having been a UNICEF speaker before. It also motivates the audience. Aristotle thinks that *ethos* occupies a dominating role in the achievement of the speech purpose (Chen, 2018). According to Osman et al. (2021), *ethos* is an appeal to the credibility and trustworthiness of the speaker or the audience. As well in Alousque (2019), it is appealing to credibility/ authority.

Datum 7

RM:

“My name is RM, the leader of the group BTS. Two years ago here, I asked your name. I urged you to let me hear your voice. And I let myself be filled with imagination. As a boy from the small city of Il San in Korea, as a young man standing at the U.N. General Assembly, as a global citizen of this world,”

BTS uses *ethos* as a form of credibility to tackle issues wherever they go. BTS is clearly using its strengths and role as Goodwill Ambassadors for their credibility and ability to address these issues. *Ethos* refers to the persona or projected character of a speaker/communicator, including their credibility and trustworthiness (Ting, 2018). It is supported by Andriani and Marlina (2019) that *ethos* is credibility that shows trustworthiness. As well in Shah (2020), *ethos* is the character of the addresser.

BTS uses and explains their nature to the audience to explain that they deserve to be heard and take the privilege of persuading the audience. That is because, as a global goodwill ambassador and someone credible, BTS definitely has a good background, a well-maintained image, and exemplary actions that would be very much in line with UNICEF’s goals.

Datum 8

Millie Bobby Brown:

“In my role as goodwill ambassador, I will continue talking about this issue wherever I go.”

Millie uses her *ethos* as a form of credibility to tackle problems wherever she goes. Millie has used her strengths and role as a goodwill ambassador for her credibility and ability to address these issues, demonstrating her responsibility and wants to be reminded of. Millie also gives confidence in her desire to convince the audience that she has a good character, as put forward. So, the audience trusts her to monitor bullying issues that continue to occur in children and violate the rights of children. Fatkhiyati (2019) has argued that it relates to the credibility of the writer, speaker, or persuader. It is divided into two categories to grab the pattern: intrinsic and extrinsic, which build the trustworthiness of the rhetor.

Datum 9

David Beckham:

“Good morning everyone and thank you for being here today. My name is David Beckham, and this is not my usual day at the office, so please bear with me. For almost fifteen years, I have worked with UNICEF as a global goodwill ambassador supporting their work for children around the world.”

David uses his *ethos* in conveying his role and works as a UNICEF ambassador. *Ethos* is a style of speech that allows the speaker to appear credible and trustworthy to the listener (Aristotle in Moore, 2020). David uses and explains his style of speech to the audience to make it clear that he deserves to be heard and takes the privilege of persuading the audience. As a global goodwill ambassador, David certainly has a good background, a well-maintained image, and exemplary actions that would be very much in line with UNICEF’s goals. Shabani (2017) has said that adding to the value of a claim is also part of the *ethos*. David, as an ambassador, gives a signal to the audience that he has good character, especially when he is assigned to give a message of protection to his son, explicitly showing his excellent character as a form of *ethos*.

CONCLUSIONS

The persuasive strategy is analyzed based on the selected UNICEF speakers in the research. Based on the findings, it is found that 49 data applied persuasive strategies based on Table 1. Aristotle’s theories of persuasive strategies are used to persuade their audiences. The 49 data are provided in the Appendix of the thesis version of this research. They are *ethos*, *pathos*, and *logos* strategies. The most persuasive strategy is *pathos*, and the least effective one is *logos*. In their speeches at the children’s day event, BTS and David mostly express *pathos*, while Millie mostly expresses *logos*. Their *ethos* is more or less the same, and they are not far apart because these three speakers have more or less the same *ethos*, namely from their backgrounds, who are chosen as speakers and who work at UNICEF before, supporting them to become people who have credibility as speakers.

BTS and David have more dominant *pathos* due to their work and personal experiences. BTS quotes from “idntimes”, they have nine songs about mental health and ten songs about achieving dreams, and here they use their feelings in making songs so that in speech, they use the same thing. Whereas David Beckham himself is a father of four children, quoted from “closerweekly”, and has a documentary film, namely *The Real Beckhams*, making himself a person who uses empathy when speaking, so *pathos* is the one he uses more often. Millie has dominant *logos* because she uses factual information and mentions several famous people to support her argument. She is also a victim of bullying itself. She states in her speech in datum 2 and some articles mention in “harpers bazaar” that she has been on bullying. Then, she uses factual events in her life to supporting her speech. It proves that the purpose of the speeches of UNICEF speakers, highlighting their credibility, presenting information, and engaging the listener’s emotions, is conducted to achieve the goal of their speech. Besides that, the topics of those three speakers have differences as well. BTS is about the COVID-19 situation, David Beckham is about children’s rights, and Millie is about bullying. Therefore, topics could influence the use of persuasive strategies. UNICEF chooses these three people because they have their respective capacities according to the campaign topic that they are carrying out.

Based on the overall results, discussion, and data analysis, it can be concluded that persuasive strategies are a type of strategy that is widely used in speeches and is a broad and varied study that can be implemented in many types of speeches. One of these is the three speeches selected in the research: the COVID-19 situation delivered by BTS, children’s rights presented by David Beckam, and bullying presented by Millie. This is a new contribution apart from previous research that implemented many persuasive strategies on speech for presidential elections and voting.

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