

The Persuasive Language Strategies and Techniques in Political discourse:  
Differences and Similarities Between the United States of America and the Middle  
East Region in the Language of Political Speeches

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**Abstract.**

This research article meticulously examines the persuasive language strategies and techniques employed in political speeches in both the United States of America (USA) and the Middle East region. By analyzing a diverse array of speeches delivered by prominent political figures, this study identifies key elements of rhetoric, narrative, and linguistics that characterize political discourse in these distinct regions. The analysis reveals both differences and similarities in the use of persuasive language, reflecting the unique cultural, historical, and political contexts that shape each region's political communication. In the realm of politics, the power of words cannot be underestimated. Political leaders harness the art of persuasive language to sway opinions, inspire action, and rally support for their causes. From stirring speeches that ignite passion to carefully crafted rhetoric that appeals to reason, the use of persuasive language strategies and techniques plays a pivotal role in shaping public perception and driving political agendas forward. In the USA, political rhetoric is often characterized by its emphasis on individualism, freedom, and democratic values. American political figures frequently invoke the nation's founding principles, historical narratives, and collective identity to rally support and foster a sense of national unity. Techniques

such as storytelling, metaphors, and inclusive language are commonly utilized to engage and persuade audiences. Conversely, political rhetoric in the Middle East is deeply influenced by a rich tapestry of cultural, religious, and historical references. Leaders in this region often draw on religious texts, historical narratives, and cultural symbols to resonate with their audiences. Poetic language, repetition, and rhetorical questions are prevalent techniques in Middle Eastern political speeches, reflecting a tradition of oratory that values eloquence and emotional resonance.

By comparing and contrasting these rhetorical approaches, this study aims to uncover the underlying factors that influence political communication in these regions. Understanding these differences and similarities can provide valuable insights into the dynamics of political discourse and the role of language in shaping public opinion. This research underscores the indispensable role of persuasive language in politics, highlighting its power to mobilize the masses, influence public perception, and shape the course of history.

**Keywords:**

Persuasive language, political speeches, rhetoric, United States, Middle East, linguistic analysis, political discourse, social media, digital communication, rhetorical strategies, thematic content, cross-cultural studies.

**1. Introduction****1.1 Background**

Political speeches serve as powerful tools for leaders to communicate their visions, persuade the public, and mobilize support. The persuasive language strategies and techniques employed in these speeches are critical in shaping public opinion and driving political action. This paper explores the intricacies of political language in two distinct regions: the United States and the Middle East. By comparing and contrasting the rhetorical approaches in these regions, this study aims to uncover the underlying factors that influence political communication. The use of persuasive language in political discourse is not a new phenomenon. Historically, leaders have relied on rhetoric to assert their authority, promote their policies, and unify their followers. Aristotle's classical rhetoric, with

its emphasis on ethos (credibility), pathos (emotional appeal), and logos (logical argument), provides a foundational framework for understanding the art of persuasion. These elements remain relevant today, as modern political leaders continue to employ them in their speeches.

## 1.2 Objectives of the Study

The primary objective of this study is to analyze the rhetorical strategies and thematic content of political speeches from the United States and the Middle East. By examining key speeches, this research seeks to identify the methods used to establish credibility, evoke emotions, and present logical arguments. Additionally, the study explores the impact of modern communication technologies, particularly social media, on political rhetoric.

## 1.3 Importance of Political Rhetoric

Understanding political rhetoric is crucial for comprehending how leaders shape public perception and influence political outcomes. In a world where information is rapidly disseminated through digital platforms, the ability to craft persuasive messages has become more important than ever. By examining the language used in political speeches, we can gain insights into the ways in which leaders seek to influence public opinion and achieve their political objectives. This study aims to contribute to the broader field of political communication by providing a nuanced analysis of the persuasive language used in political discourse across different cultural contexts. In the United States, political rhetoric is deeply rooted in the nation's democratic principles and cultural values. American political figures often evoke the ideals of freedom, equality, and justice, drawing on historical narratives and the country's founding documents to strengthen their arguments. The rhetorical strategies used in American political speeches are designed to resonate with a diverse electorate, appealing to both reason and emotion. For instance, the use of inclusive language and storytelling helps to create a sense of shared identity and purpose among the audience.

Conversely, political rhetoric in the Middle East is shaped by a complex interplay of cultural, religious, and historical influences. Leaders in this region often draw on religious texts, historical events, and cultural symbols to connect with their audiences on a deeper level. The use of poetic language, repetition, and rhetorical questions is prevalent, reflecting a tradition of oratory that

values eloquence and emotional resonance. Middle Eastern political speeches frequently emphasize themes of justice, solidarity, and resistance, mirroring the sociopolitical context of the region. The comparative analysis of political speeches from the USA and the Middle East reveals both differences and similarities in the use of persuasive language. While American rhetoric often highlights individualism and pragmatic solutions, Middle Eastern rhetoric tends to focus on collective identity and moral arguments. These differences are reflective of the distinct cultural and historical contexts that shape political discourse in each region.

In conclusion, the power of persuasive language in political speeches cannot be overstated. Whether in the United States or the Middle East, political leaders rely on carefully crafted rhetoric to inspire, persuade, and mobilize their audiences. By analyzing the rhetorical approaches used in these regions, this paper seeks to shed light on the fundamental role of language in shaping political narratives and influencing public perception.

## **2. Literature Review**

### **2.1 Theoretical Framework: Aristotle's Rhetoric**

Persuasive language in political speeches has been extensively studied in various linguistic and rhetorical contexts. Classical rhetoric, as outlined by Aristotle, emphasizes ethos (credibility), pathos (emotional appeal), and logos (logical argument) as fundamental elements of persuasion (Aristotle, 2006). These elements provide a foundational framework for understanding the art of persuasion, and they remain relevant today as modern political leaders continue to employ them in their speeches.

### **2.2 Previous Studies on Political Rhetoric**

Modern studies have expanded on these classical principles, exploring how political leaders use language to construct identities, frame issues, and influence public perception. Charteris-Black (2011) provides a comprehensive analysis of political rhetoric, highlighting how metaphors and other rhetorical devices are used to shape public opinion and create political narratives. His work underscores the importance of metaphor in political language, arguing that metaphors are not merely decorative but are central to the way political ideas are communicated and understood.

In the context of American political rhetoric, Hart (1984) emphasizes the role of storytelling and narrative in shaping political discourse. American political figures often evoke the nation's founding principles and historical narratives to create a sense of continuity and legitimacy. The use of storytelling, metaphors, and inclusive language are common strategies to engage and persuade the audience. Lakoff (2004) further explores the cognitive aspects of political language, arguing that political leaders use language to frame issues in ways that resonate with the cognitive structures of their audience. His analysis of "framing" has become a key concept in understanding political communication in the USA.

In the Middle East, political rhetoric is shaped by a diverse array of cultural, religious, and historical influences. Ayish (2008) provides an in-depth analysis of Arab political communication, highlighting the importance of religious texts and cultural symbols in shaping political discourse. Middle Eastern leaders often draw on religious authority and historical legitimacy to connect with their audiences. The use of poetic language, repetition, and rhetorical questions are prevalent techniques in Middle Eastern political speeches, reflecting a tradition of oratory that values eloquence and emotional resonance. Zhang (2017) examines the use of rhetorical devices in Middle Eastern political speeches, highlighting the prevalence of repetition and parallelism. These techniques are used to create a rhythmic and memorable speech, which resonates with the audience on an emotional level. The study underscores the role of cultural context in shaping rhetorical strategies, noting that Middle Eastern political rhetoric often emphasizes themes of justice, solidarity, and resistance. Recent scholarship has also explored the impact of geopolitical dynamics on Middle Eastern political rhetoric. Al-Ali and El-Sharif (2020) analyze how the Arab Spring has influenced political communication in the region. The study highlights how political leaders have adapted their rhetorical strategies in response to the changing political landscape, using language to address issues of sovereignty, national identity, and social justice. The authors argue that the Arab Spring has led to a more dynamic and contested political discourse, with political figures using language to navigate the complexities of post-revolutionary politics.

### 2.3 The Role of Social Media in Political Communication

Recent studies have also examined the role of digital media in political communication. With the rise of social media platforms, the dynamics of political rhetoric have evolved significantly. Ott

(2017) explores how social media has transformed political discourse, enabling political figures to reach wider audiences and engage with them in real-time. The immediacy and interactivity of social media have introduced new rhetorical strategies, such as memes and hashtags, which are used to amplify political messages and mobilize supporters.

The comparative analysis of political speeches from the USA and the Middle East reveals both differences and similarities in the use of persuasive language. While American rhetoric often highlights individualism and pragmatic solutions, Middle Eastern rhetoric tends to focus on collective identity and moral arguments. These differences are reflective of the distinct cultural and historical contexts that shape political discourse in each region. Understanding these rhetorical strategies and techniques is essential for comprehending the dynamics of political communication. By examining the language used in political speeches, we can gain insights into the ways in which leaders seek to influence public opinion and achieve their political objectives.

In conclusion, the study of persuasive language in political speeches is a rich and multifaceted field that encompasses classical rhetoric, cognitive linguistics, and contemporary political communication. The analysis of political rhetoric in the USA and the Middle East provides valuable insights into the role of language in shaping political narratives and influencing public perception. By comparing and contrasting the rhetorical approaches used in these regions, this study contributes to a deeper understanding of the dynamics of political communication in diverse cultural contexts.

### **3. Methodology**

#### **3.1 Selection of Speeches**

This study employs a qualitative content analysis to examine the persuasive language strategies and techniques used in political speeches delivered by leaders from the United States of America (USA) and the Middle East. The research methodology is designed to provide a comprehensive

understanding of the rhetorical approaches in these regions by analyzing a purposive sample of speeches that are representative of their political discourse.

The purposive sampling method was chosen to ensure that the selected speeches reflect a broad spectrum of political contexts, issues, and figures. Speeches were selected based on their significance, impact, and the prominence of the political figures delivering them. The sample includes a range of speeches from historical to contemporary periods to capture the evolution of rhetorical strategies over time.

### 3.2 Analytical Framework

The primary data for this study consists of transcripts of political speeches, which were sourced from official government archives, reputable news organizations, and academic databases. The selected speeches were analyzed for rhetorical strategies, linguistic features, and thematic content. The analysis focused on identifying the use of ethos (credibility), pathos (emotional appeal), and logos (logical argument) as outlined by classical rhetoric, as well as other modern rhetorical devices such as metaphors, repetition, and storytelling.

### 3.3 Data Collection and Analysis

The qualitative content analysis involved several steps. First, each speech was read multiple times to gain a thorough understanding of its content and context. Key rhetorical elements were then identified and categorized based on their function and impact. This included identifying instances of ethos, pathos, and logos, as well as specific rhetorical devices such as metaphors, analogies, and repetition. The analysis also considered the cultural, historical, and political contexts in which the speeches were delivered to understand how these factors influenced the rhetorical strategies employed.

To ensure the reliability and validity of the analysis, inter-coder reliability was established by having multiple researchers independently analyze a subset of the speeches. The findings were then compared and discrepancies were discussed and resolved. This process helped to minimize bias and ensure a consistent and rigorous analysis. In addition to the content analysis, the study also employed a comparative approach to identify similarities and differences in the rhetorical

strategies used in the USA and the Middle East. This involved comparing the use of specific rhetorical devices, themes, and linguistic features across the selected speeches. The comparative analysis provided insights into how cultural and political contexts shape the use of persuasive language in different regions. Overall, the methodology of this study is designed to provide a detailed and nuanced understanding of the persuasive language strategies used in political speeches in the USA and the Middle East. By combining qualitative content analysis with a comparative approach, this research aims to contribute to the broader field of political communication and enhance our understanding of the role of language in shaping political discourse.

#### **4. Rhetorical Strategies in Political Speeches**

##### **4.1 Ethos: Establishing Credibility**

Political rhetoric in the United States is deeply rooted in the nation's democratic principles and cultural values. American political figures often invoke the ideals of freedom, equality, and justice, drawing on historical narratives and the country's founding documents to strengthen their arguments (Hart, 1984). For instance, President Barack Obama's speeches frequently emphasized themes of hope and unity, as seen in his keynote address at the 2004 Democratic National Convention where he spoke of the "audacity of hope" (Obama, 2004). Similarly, President Joe Biden's 2021 inaugural address underscored his commitment to unity and healing, referencing his long career in public service and the need for collective action to overcome national challenges (Biden, 2021). The use of storytelling, metaphors, and inclusive language are common strategies to engage and persuade the audience. Lakoff (2004) explores the cognitive aspects of political language, arguing that political leaders use language to frame issues in ways that resonate with the cognitive structures of their audience. This framing is crucial in shaping public perceptions and rallying support for political agendas.

##### **4.2 Pathos: Evoking Emotions**

In contrast, political rhetoric in the Middle East is shaped by a complex interplay of cultural, religious, and historical influences. Leaders in this region often draw on religious texts, historical events, and cultural symbols to connect with their audiences on a deeper level (Ayish, 2008). For example, King Abdullah II of Jordan frequently invokes Islamic teachings and the Hashemite



lineage to establish his credibility and authority (Abdullah II, 2016). Similarly, Iranian President Hassan Rouhani's speeches often blend religious references with appeals for international cooperation, as seen in his 2013 address to the United Nations General Assembly where he highlighted Iran's cultural heritage and proposed a framework for resolving the nuclear dispute (Rouhani, 2013). The use of poetic language, repetition, and rhetorical questions is prevalent, reflecting a tradition of oratory that values eloquence and emotional resonance (Zhang, 2017). Middle Eastern political speeches frequently emphasize themes of justice, solidarity, and resistance, mirroring the sociopolitical context of the region. Al-Ali and El-Sharif (2020) analyze how the Arab Spring has influenced political communication in the region, noting that political leaders have adapted their rhetorical strategies to address issues of sovereignty, national identity, and social justice in a post-revolutionary context.

#### 4.3 Logos: Presenting Logical Arguments

Logical arguments in American political rhetoric typically involve policy proposals, statistical evidence, and pragmatic solutions. President Franklin D. Roosevelt's "Fireside Chats" included detailed explanations of his New Deal policies and their expected impact on the economy (Roosevelt, 1933). In contemporary times, politicians use data visualization tools and infographics to present complex information in an accessible and engaging manner. These tools are often shared on social media and official websites to support logical arguments with clear, visual evidence (Karpf, 2016).

In the Middle East, logical arguments may incorporate historical analogies, religious teachings, and moral arguments. For example, Iranian leaders often use references to Islamic history and jurisprudence to justify their political stances (Khomeini, 1979). Modern technologies such as satellite television and online news platforms play a significant role in disseminating these logical arguments to a wider audience, enhancing the reach and impact of political rhetoric (Lynch, 2015)

### **5. Thematic Content of Political Speeches**

#### 5.1 Themes in United States Political Speeches

American political rhetoric often emphasizes individualism, pragmatic solutions, and the ideals of freedom, equality, and justice. Political figures use historical narratives and the country's founding documents to bolster their arguments. For example, President Joe Biden's inaugural address

underscored his commitment to unity and healing, referencing his extensive career in public service (Biden, 2021). The use of storytelling, metaphors, and inclusive language helps to engage and persuade the audience.

## 5.2 Themes in Middle Eastern Political Speeches

In contrast, Middle Eastern political rhetoric often focuses on collective identity and moral arguments, drawing on cultural, religious, and historical influences. Leaders frequently reference religious texts, historical events, and cultural symbols to connect with their audience. King Abdullah II of Jordan, for instance, invokes Islamic teachings and the Hashemite lineage to establish his credibility (Abdullah II, 2016). Themes of justice, solidarity, and resistance are common, reflecting the region's sociopolitical context (Al-Ali & El-Sharif, 2020).

## 6. Case Study: Comparative Analysis of a Specific Speech

This section presents detailed case studies of political speeches from the United States and the Middle East, highlighting the use of rhetorical strategies, thematic content, and the impact of modern communication technologies.

### 6.1 United States

#### 6.1.1 President Joe Biden's Inaugural Address (2021)

President Joe Biden's inaugural address serves as a prime example of modern American political rhetoric. Delivered on January 20, 2021, Biden's speech emphasized themes of unity, democracy, and resilience. He used inclusive language and metaphors to appeal to a broad audience, aiming to heal a nation deeply divided by political and social tensions.

- Ethos: Biden established his credibility by referencing his long career in public service and his commitment to democratic values. He invoked the legacy of past presidents and the historical significance of the Capitol dome, reinforcing his authority and connection to American traditions.
- Pathos: Emotional appeals were central to Biden's address. He acknowledged the pain and loss caused by the COVID-19 pandemic, the racial injustices, and the political unrest, empathizing with

the struggles of ordinary Americans. His call for unity was framed as a moral imperative, urging citizens to come together to overcome these challenges.

- Logos: Biden also presented logical arguments, outlining his administration's plans to address key issues such as the pandemic, economic recovery, and climate change. He emphasized the need for evidence-based policies and bipartisan cooperation to achieve these goals.

Example: Biden stated, "We must end this uncivil war that pits red against blue, rural versus urban, conservative versus liberal" (Biden, 2021). This metaphor of an "uncivil war" vividly illustrated the deep divisions in the country and the urgent need for reconciliation.

#### 6.1.2 Vice President Kamala Harris's Victory Speech (2020)

Kamala Harris's victory speech on November 7, 2020, marked a historic moment as she became the first woman, the first Black woman, and the first South Asian woman to be elected Vice President of the United States. Her speech celebrated this milestone and reinforced themes of hope, unity, and the American dream.

- Ethos: Harris built her credibility by highlighting her diverse background and career achievements, connecting her personal story to the broader narrative of American opportunity and progress.

- Pathos: Harris used emotional appeals to inspire and uplift. She spoke directly to young girls and marginalized communities, offering herself as a symbol of what is possible in America. Her message of hope and resilience resonated deeply with audiences seeking change and representation.

- Logos: Harris emphasized the importance of democratic values and the need for collective action to address pressing issues like the pandemic and systemic racism. She presented a vision of an inclusive and just society, grounded in the principles of equality and fairness.

Example: Harris remarked, "While I may be the first woman in this office, I will not be the last. Because every little girl watching tonight sees that this is a country of possibilities" (Harris, 2020).

This imagery of "every little girl watching" powerfully conveyed the impact of her achievement on future generations.

## 6.2 Middle East

### 6.2.1 King Abdullah II of Jordan's Address to the United Nations General Assembly (2016)

King Abdullah II's speech at the United Nations General Assembly on September 20, 2016, addressed global challenges such as the refugee crisis, terrorism, and the need for international cooperation. His rhetoric reflected themes of justice, solidarity, and cultural identity.

- Ethos: King Abdullah II established his credibility by invoking his role as a Hashemite custodian of Islamic and Christian holy sites in Jerusalem. He positioned Jordan as a key player in promoting peace and stability in the Middle East.

- Pathos: His speech included emotional appeals to the international community's moral responsibility to support refugees and combat extremism. He highlighted the suffering of displaced populations and called for collective action to address these humanitarian crises.

- Logos: Abdullah II presented logical arguments for international cooperation, emphasizing the interconnectedness of global security and prosperity. He outlined Jordan's efforts to host refugees and combat terrorism, calling for shared responsibility and support from other nations.

Example: King Abdullah II stated, "The refugee crisis is a global public good, a shared responsibility we must all uphold" (Abdullah II, 2016). This metaphor framed the refugee crisis as a collective challenge that requires global solidarity and action.

### 6.2.2 Crown Prince Mohammed bin Salman's Vision 2030 Speech (2016)

Crown Prince Mohammed bin Salman's Vision 2030 speech outlined a transformative plan for Saudi Arabia's economic and social development. Delivered in 2016, the speech emphasized themes of modernization, economic diversification, and national pride.

- Ethos: Bin Salman established his credibility by presenting himself as a forward-thinking leader committed to reform and progress. He highlighted his efforts to reduce the country's dependence on oil and promote sustainable development.

- Pathos: The speech included emotional appeals to national pride and the desire for a prosperous future. He invoked the vision of a thriving, modern Saudi Arabia that honors its cultural heritage while embracing innovation and change.

- Logos: Bin Salman provided logical arguments for the Vision 2030 initiative, outlining specific policies and goals to achieve economic diversification and social reform. He emphasized the importance of investing in education, healthcare, and infrastructure to build a resilient and competitive economy.

Example: Bin Salman used the metaphor, “The Saudi economy is like an engine that needs new fuel to move forward” (Salman, 2016). This metaphor effectively communicated the need for economic reform and innovation to drive the country’s progress.

## **7. Influence of Social Media on Political Rhetoric**

### **7.1 Direct Engagement with the Public**

Social media platforms such as Twitter, Facebook, and Instagram have enabled political leaders in the Middle East to engage directly with their constituents, bypassing traditional media outlets. This direct communication allows leaders to present their messages unfiltered and respond promptly to public concerns. For example, Crown Prince Mohammed bin Salman of Saudi Arabia frequently uses Twitter to share updates on Vision 2030 initiatives and engage with citizens, fostering a sense of transparency and accessibility (Jones & Jones, 2019).

Modern politicians in the USA leverage digital platforms to build their credibility by engaging directly with constituents through social media. Platforms like Twitter and Instagram enable politicians to share personal stories, behind-the-scenes content, and real-time updates, fostering a sense of authenticity and transparency (Ott, 2017).

### **7.2 Mobilization and Grassroots Support**

Social media has become a powerful tool for mobilizing grassroots support and organizing political movements. During the Arab Spring, platforms like Facebook and Twitter were instrumental in

coordinating protests and disseminating information rapidly across the region (Howard & Hussain, 2013). This ability to mobilize support quickly and efficiently has altered the rhetorical strategies of political figures, who now often use social media to rally their base and call for collective action.

Middle Eastern leaders use social media to connect with younger audiences and project an image of progressiveness. For example, UAE leaders have used social media campaigns to promote national initiatives and engage with citizens on platforms like Twitter (Jones & Jones, 2019).

### 7.3 Personalization of Political Messages

The personalized nature of social media allows political figures to craft messages that resonate on an individual level. Leaders can share personal anecdotes, behind-the-scenes content, and interactive posts that humanize them and build a connection with their audience. For instance, UAE leaders use Instagram to share personal stories and achievements, creating a relatable and approachable image (Khamis, Gold, & Vaughn, 2012).

Live streaming and virtual town halls have become common practices, allowing political leaders to interact with their audience in real-time and address their concerns directly. This immediacy and interactivity create a sense of intimacy and authenticity, making political messages more relatable and impactful (Chadwick, 2017).

### 7.4 Use of Visual Rhetoric

Social media's emphasis on visual content has led to an increased use of images, videos, and infographics in political communication. Visual rhetoric enhances the emotional appeal of messages and makes complex information more accessible. Political figures in the Middle East often use visually striking posts to highlight national achievements, cultural heritage, and development projects, thereby reinforcing their rhetorical messages. Modern technologies such as video streaming and social media live broadcasts enable politicians to reach a broader audience and create more intimate connections. For instance, live streaming on platforms like Facebook Live and YouTube enables real-time interaction with viewers, amplifying the emotional impact of political messages (Kreiss, 2016).

### 7.5 Amplification of Key Messages

Social media amplifies the impact of repetition by allowing slogans and key phrases to be shared widely and rapidly, creating a cohesive and memorable message (Enli, 2017).

Hashtags and viral campaigns have become essential components of modern political rhetoric in the Middle East. Political figures use hashtags to create cohesive and memorable messages that can be easily shared and amplified by supporters. For example, the hashtag #Vision2030 is frequently used to promote Saudi Arabia's development plans and initiatives, creating a unified narrative around the country's future (Al-Rawi, 2017).

### 7.6 Crisis Management and Real-Time Response:

Social media enables political leaders to respond to crises and public sentiment in real-time. This immediacy allows for rapid damage control and the ability to shape public perception quickly. During times of political or social unrest, leaders can use social media to address concerns, provide updates, and reassure the public, thereby maintaining control over the narrative. Live streaming and virtual town halls have become common practices, allowing political leaders to interact with their audience in real-time and address their concerns directly. This immediacy and interactivity create a sense of intimacy and authenticity, making political messages more relatable and impactful (Chadwick, 2017).

### 7.7 Data-Driven Rhetorical Strategies:

The analytical tools available on social media platforms provide political figures with insights into audience demographics, engagement patterns, and public sentiment. This data-driven approach allows leaders to tailor their rhetorical strategies to specific audiences, optimizing the impact of their messages. For instance, political campaigns can analyze social media data to identify key issues and adjust their messaging accordingly (Kreiss, 2016).

The advent of digital media has transformed political rhetoric, introducing new strategies and technologies that enhance the reach and impact of political messages. Social media platforms like Twitter, Facebook, and Instagram allow politicians to engage directly with their constituents, share real-time updates, and create personalized narratives.

The use of data analytics and sentiment analysis tools enables political campaigns to tailor their messages to specific demographics, increasing the effectiveness of their communication strategies (Kreiss, 2016).

Examples:

**a. King Abdullah II of Jordan:**

King Abdullah II uses social media to share his views on regional and global issues, promote Jordan's initiatives, and engage with international audiences. His posts often include calls for peace, justice, and cooperation, reflecting his broader rhetorical themes. For example, during the COVID-19 pandemic, King Abdullah II used social media to encourage public health measures and support for frontline workers, reinforcing his message of solidarity and leadership.

**b. President Hassan Rouhani of Iran:**

President Hassan Rouhani has utilized social media to engage with both domestic and international audiences. His Twitter account, often used to communicate in multiple languages, allows him to address global concerns directly and present Iran's perspective on international issues. This strategic use of social media helps Rouhani shape the narrative around Iran's foreign policy and domestic reforms. In conclusion, the rise of social media has profoundly influenced the rhetorical strategies of political figures in the Middle East. By enabling direct engagement, mobilization, personalization, visual rhetoric, real-time response, and data-driven strategies, social media has transformed how political leaders communicate with their constituents and the world. This shift underscores the growing importance of digital platforms in shaping political discourse and public perception in the region.

**8. Comparative Analysis:**

Both American and Middle Eastern political leaders utilize ethos, pathos, and logos to enhance their credibility, evoke emotions, and present logical arguments. Repetition and parallelism are common rhetorical tools used to reinforce messages and create memorable speeches.

These case studies illustrate the distinct rhetorical strategies and thematic content in political speeches from the United States and the Middle East. American speeches often emphasize democratic values, unity, and economic innovation, while Middle Eastern speeches focus on



justice, cultural identity, and national development. Both regions utilize modern communication technologies to amplify their messages and connect with diverse audiences. The rise of social media has significantly influenced the rhetorical strategies of political figures in the Middle East, transforming the landscape of political communication in several profound ways:

### 8.1 Similarities in Rhetorical Strategies

Both American and Middle Eastern political leaders utilize ethos, pathos, and logos to enhance their credibility, evoke emotions, and present logical arguments. Repetition and parallelism are common rhetorical tools used to reinforce messages and create memorable speeches.

### 8.2 Differences in Thematic Content

American rhetoric often emphasizes individualism, pragmatic solutions, and the ideals of freedom, equality, and justice. In contrast, Middle Eastern rhetoric focuses on collective identity, moral arguments, and themes of justice, solidarity, and resistance.

### 8.3 Influence of Cultural and Historical Contexts

The distinct cultural and historical contexts of the USA and the Middle East shape their respective political discourses. American political rhetoric draws on the nation's democratic principles and historical narratives, while Middle Eastern rhetoric is influenced by religious texts, historical events, and cultural symbols.

## 9. Conclusion

In conclusion, the analysis reveals that while the persuasive language strategies and techniques in political speeches from the USA and the Middle East share some common elements, they are deeply influenced by cultural, historical, and technological contexts. Understanding these differences and similarities provides valuable insights into the dynamics of political communication and the evolving role of language in shaping public opinion. The study of political rhetoric in the United States and the Middle East reveals the intricate ways in which leaders use language to influence, inspire, and mobilize their audiences. The integration of modern communication technologies, particularly social media, has revolutionized political discourse, making it more immediate, interactive, and personalized. By understanding the rhetorical

strategies and thematic content of political speeches in these regions, we gain valuable insights into the dynamics of political communication and the power of language in shaping public perception and action.

The analysis demonstrates that political leaders in both regions employ a variety of rhetorical strategies to establish credibility (ethos), evoke emotional responses (pathos), and present logical arguments (logos). In the United States, the focus often lies on democratic values, economic innovation, and national unity, reflecting the country's historical and cultural priorities. Leaders use personal credibility, emotional appeals, and logical reasoning to connect with their audience and promote their policy agendas.

In contrast, Middle Eastern political rhetoric often emphasizes themes of justice, cultural identity, and national development. Leaders invoke religious and historical legitimacy to build ethos, appeal to collective emotions tied to justice and resistance, and present logical arguments for national sovereignty and progress. This thematic focus is shaped by the region's complex history and ongoing struggles for independence and development.

The rise of social media has significantly transformed political communication in both regions. Platforms like Twitter, Facebook, and Instagram have enabled political figures to engage directly with their constituents, bypassing traditional media outlets. This direct communication allows leaders to present their messages unfiltered, respond promptly to public concerns, and mobilize grassroots support. The personalized nature of social media also allows for more relatable and humanized political messages, fostering a sense of transparency and accessibility. Moreover, the use of visual rhetoric has become increasingly important in the digital age. Social media's emphasis on visual content, such as images, videos, and infographics, enhances the emotional appeal of political messages and makes complex information more accessible. Political leaders use visually striking posts to highlight national achievements, cultural heritage, and development projects, reinforcing their rhetorical messages.

The comparative analysis of political rhetoric in the United States and the Middle East underscores both the similarities and differences in how leaders communicate with their audiences. While both

regions utilize rhetorical strategies to build credibility, evoke emotions, and present logical arguments, the specific themes and approaches are shaped by their distinct cultural and historical contexts. Understanding these differences enriches our comprehension of global political communication and highlights the importance of context in shaping rhetorical practices.

The implications of this research extend to future exploration of digital media's evolving role in political communication. As new platforms and technologies emerge, continued examination is necessary to understand their impact on rhetorical strategies and public engagement. Additionally, further research could explore the effectiveness of different rhetorical approaches on public opinion and political outcomes, providing deeper insights into the dynamics of political persuasion.

Cross-cultural studies could also investigate how political rhetoric adapts to various cultural contexts, offering a broader perspective on global communication practices. Examining the role of visual rhetoric and data analytics in political communication could provide valuable insights into the strategies used to engage and persuade diverse audiences. Understanding the interplay between traditional rhetorical techniques and modern communication technologies will be crucial for comprehending the future of political discourse.

The findings underscore the importance of context in shaping rhetorical practices and highlight the transformative impact of digital media on political communication. As political leaders continue to navigate the evolving landscape of communication technologies, their ability to effectively use rhetorical strategies will remain critical in shaping public opinion and achieving their political objectives. This research provides a foundation for further exploration of the complex interplay between rhetoric, culture, and technology in the realm of political discourse. The study of political rhetoric in the context of modern communication technologies is a dynamic and multifaceted field. By pursuing these research recommendations and future suggestions, scholars can deepen their understanding of how political leaders use language and technology to influence public opinion and achieve their objectives. This ongoing exploration will contribute to the development of more effective, ethical, and culturally sensitive political communication practices.

## 9.1 Summary of Key Findings:

### 1. Rhetorical Strategies:

The study highlights distinct rhetorical strategies employed by political leaders in the United States and the Middle East. In the United States, leaders such as Joe Biden and Kamala Harris use ethos, pathos, and logos to connect with their audience. Ethos is established through personal credibility and professional experience, pathos through emotional appeals addressing national unity and social justice, and logos through logical argumentation and policy proposals.

In the Middle East, leaders like King Abdullah II and Crown Prince Mohammed bin Salman emphasize ethos by invoking religious and historical legitimacy. Pathos is achieved through emotional appeals to justice, resistance, and national pride, while logos involves presenting logical arguments for national development and international cooperation. These strategies reflect the unique cultural and historical contexts of each region, shaping how political messages are crafted and delivered.

### 2. Thematic Content:

The thematic content of political speeches in the United States often centers on unity, democracy, and innovation. These themes draw on the nation's founding principles and forward-looking vision, reflecting a commitment to democratic values and economic prosperity. Leaders emphasize the importance of coming together despite differences, promoting policies that foster economic growth and technological advancement.

In contrast, Middle Eastern political speeches frequently focus on themes of justice, resistance, and cultural identity. These themes are shaped by the region's complex history and ongoing struggles for sovereignty and development. Leaders highlight the importance of maintaining national independence, addressing social injustices, and preserving cultural and religious heritage. This thematic content resonates deeply with audiences, reflecting their historical experiences and contemporary challenges.

### 3. Influence of Social Media:

The rise of social media has significantly transformed political communication in both regions. In the United States, platforms like Twitter, Facebook, and Instagram have become essential tools for

direct engagement, real-time response, and personalized messaging. Leaders use social media to amplify their messages, mobilize support, and connect with constituents on a personal level. The immediacy and interactivity of social media enhance the emotional appeal of political messages and allow for rapid response to public concerns.

Similarly, in the Middle East, social media has enabled political figures to engage directly with the public, mobilize grassroots movements, and project a modern, progressive image. Platforms like Twitter and Instagram allow leaders to share personal stories, achievements, and policy updates, creating a sense of transparency and accessibility. The use of hashtags, visual content, and data-driven strategies has enhanced the reach and impact of political rhetoric, making it more dynamic and interactive. Social media also plays a crucial role in crisis management, allowing leaders to address public sentiment and shape narratives in real-time.

### **9.2 Implications for Future Research:**

This research opens several avenues for future exploration. The evolving role of digital media in political communication warrants continued examination, particularly as new platforms and technologies emerge. Future research could explore the impact of rhetorical strategies on public opinion and political outcomes, providing deeper insights into the effectiveness of different approaches. Cross-cultural studies could investigate how political rhetoric adapts to various cultural contexts, offering a broader perspective on global communication practices. Additionally, examining the role of visual rhetoric and data analytics in political communication could provide valuable insights into the strategies used to engage and persuade diverse audiences. Understanding the interplay between traditional rhetorical techniques and modern communication technologies will be crucial for comprehending the future of political discourse.

### **9.3 Research Recommendations and Suggestions:**

The study of political rhetoric in the United States and the Middle East, particularly in the context of modern communication technologies, opens numerous pathways for further exploration. Based on the findings of this research, the following recommendations and future suggestions are proposed:

### 1. Expand Cross-Cultural Comparative Studies:

To gain a broader understanding of political rhetoric, future research should include a wider range of countries and cultures. Comparative studies involving different regions can provide deeper insights into how cultural, historical, and social contexts influence rhetorical strategies. This can help identify universal rhetorical techniques as well as region-specific practices.

### 2. Examine the Impact of Emerging Technologies:

As new communication technologies and platforms continue to emerge, it is essential to study their impact on political rhetoric. Future research should explore how technologies such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) are being utilized by political figures to craft and disseminate their messages. This includes examining the effectiveness of these technologies in engaging and persuading audiences.

### 3. Investigate the Role of Visual Rhetoric:

Given the increasing importance of visual content in digital communication, future studies should focus on the role of visual rhetoric in political speeches. This includes analyzing the use of images, videos, infographics, and other visual elements to enhance rhetorical appeals. Understanding how visual rhetoric complements verbal strategies can provide a more comprehensive view of political communication.

### 4. Analyze the Effectiveness of Social Media Campaigns:

Future research should evaluate the effectiveness of social media campaigns in shaping public opinion and political outcomes. This involves examining metrics such as engagement rates, message reach, and audience sentiment. Studies could also investigate the role of social media influencers and digital grassroots movements in amplifying political messages.

### 5. Explore the Psychological Impact of Rhetorical Strategies:

To better understand the persuasive power of rhetoric, future research should delve into the psychological impact of different rhetorical strategies on audiences. This includes studying how emotions, cognitive biases, and identity factors influence the reception and effectiveness of political messages. Experimental studies and surveys can provide valuable insights into these psychological mechanisms.

#### 6. Assess the Role of Data Analytics in Political Communication:

The use of data analytics in tailoring political messages warrants further investigation. Future research should explore how political campaigns leverage data to segment audiences, personalize messages, and optimize communication strategies. Understanding the ethical implications and potential biases in data-driven approaches is also crucial.

#### 7. Study Longitudinal Changes in Political Rhetoric:

Longitudinal studies that track changes in political rhetoric over time can provide insights into how rhetorical strategies evolve in response to shifting political landscapes and technological advancements. This can help identify trends and patterns in political communication, as well as the factors driving these changes.

#### 8. Evaluate the Impact of Rhetorical Strategies on Different Demographics:

Future research should consider the differential impact of rhetorical strategies on various demographic groups, such as age, gender, ethnicity, and socioeconomic status. Understanding how different segments of the population respond to political rhetoric can inform more inclusive and effective communication practices.

#### 9. Investigate the Role of Traditional Media in the Digital Age:

While social media has transformed political communication, traditional media still plays a significant role. Future studies should explore the interplay between traditional media (e.g., television, newspapers) and digital platforms in shaping political discourse. This includes examining how messages are framed and amplified across different media channels.

#### 10. Develop Practical Guidelines for Political Communication:

Based on the findings of this and future research, practical guidelines for effective political communication should be developed. These guidelines can help political figures, campaign managers, and communication professionals craft messages that resonate with diverse audiences while maintaining ethical standards.

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## استراتيجيات وتقنيات اللغة المقنعة في الخطاب السياسي: أوجه الاختلاف والتشابه بين الولايات المتحدة الأمريكية ومنطقة الشرق الأوسط في لغة الخطابات السياسية

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### الخلاصة:

تتناول هذه المقالة البحثية بدقة استراتيجيات وتقنيات اللغة المقنعة المستخدمة في الخطابات السياسية في كل من الولايات المتحدة الأمريكية ومنطقة الشرق الأوسط. من خلال تحليل مجموعة متنوعة من الخطب التي ألقها شخصيات سياسية بارزة، تحدد هذه الدراسة العناصر الأساسية للبلاغة والسرود واللغويات التي تميز الخطاب السياسي في هذه المناطق المتميزة. يكشف التحليل عن الاختلافات والتشابهات في استخدام اللغة المقنعة، مما يعكس السياقات الثقافية والتاريخية والسياسية الفريدة التي تشكل التواصل السياسي في كل منطقة. وفي عالم السياسة، لا يمكن الاستهانة بقوة الكلمة. يسخر القادة السياسيون فن اللغة المقنعة للتأثير على الآراء، وإلهام العمل، وحشد الدعم لقضاياهم. من الخطب المثيرة التي تثير العاطفة إلى الخطاب المصمم بعناية والتي تخاطب العقل، يلعب استخدام استراتيجيات وتقنيات اللغة المقنعة دورًا محوريًا في تشكيل الإدراك العام ودفع الأجندات السياسية إلى الأمام. في الولايات المتحدة الأمريكية، غالبًا ما يتميز الخطاب السياسي بتركيزه على الفردية والحرية والقيم الديمقراطية. كثيرًا ما تستشهد الشخصيات السياسية الأمريكية بالمبادئ التأسيسية للأمة، والروايات التاريخية، والهوية الجماعية لحشد الدعم وتعزيز الشعور بالوحدة الوطنية. تُستخدم تقنيات مثل رواية القصص والاستعارات واللغة الشاملة بشكل شائع لإشراك الجماهير وإقناعهم. وعلى العكس من ذلك، يتأثر الخطاب السياسي في الشرق الأوسط بشدة بنسيج غني من المراجع الثقافية والدينية والتاريخية. غالبًا ما يعتمد القادة في هذه المنطقة على النصوص الدينية والروايات التاريخية والرموز الثقافية ليتحدث صداها مع جماهيرهم. تعد اللغة الشعرية والتكرار والأسئلة البلاغية من الأساليب السائدة في الخطابات السياسية في الشرق الأوسط، مما يعكس تقليد الخطاب الذي يقدر البلاغة والرنين العاطفي.

ومن خلال دراسة هذه المقاربات البلاغية ومقارنتها، تهدف هذه الدراسة إلى الكشف عن العوامل الأساسية التي تؤثر على التواصل السياسي في هذه المناطق. إن فهم هذه الاختلافات وأوجه التشابه يمكن أن يوفر رؤى قيمة حول ديناميكيات الخطاب

السياسي ودور اللغة في تشكيل الرأي العام. يؤكد هذا البحث على الدور الذي لا غنى عنه للغة الإقناع في السياسة، وتسليط الضوء على قدرتها على تعبئة الجماهير، والتأثير على الإدراك العام، وتشكيل مسار التاريخ.

الكلمات الدالة

اللغة المقنعة، الخطب السياسية، البلاغة، الولايات المتحدة الأمريكية، الشرق الأوسط، التحليل اللغوي، الخطاب السياسي، وسائل التواصل الاجتماعي، الاتصال الرقمي، الاستراتيجيات البلاغية، المحتوى الموضوعي، دراسات عبر الثقافات