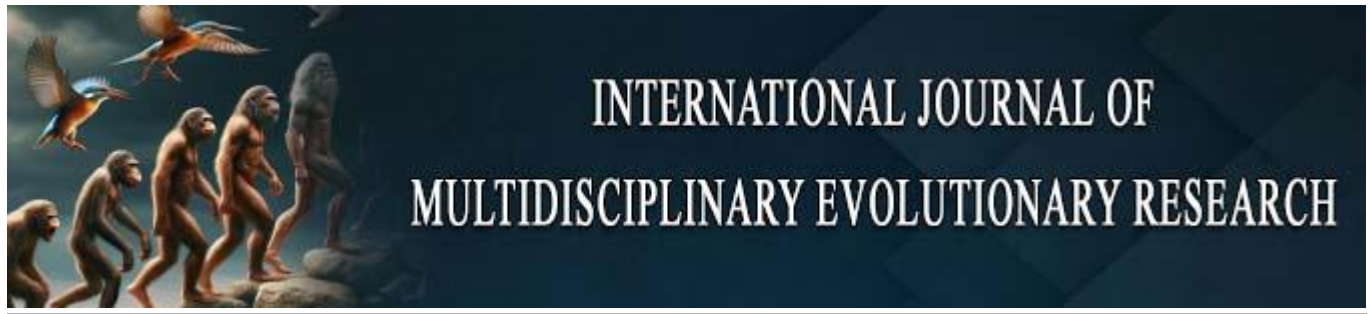




A Study of Argumentative Persuasive Techniques in Queens' Public Speeches

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Abstract

Persuasion is a linguistic, social and cognitive phenomenon often observed in argumentative discourse. In spite of the attention paid to the study of persuasive notions, the techniques employed by persuaders to influence others' thinking, and the effects that these tactics have on the audiences, less interest has been given to studying the persuasive discourse of women. Very limited endeavors have been made to establish linguistic studies for public speeches delivered by women as effective public speakers. Therefore, the study seeks to identify the concept of persuasion in modern linguistic studies and how it has been represented in women's public speeches. It also aims to clarify the relation between arguments and the creation of persuasive appeals and study the argumentative technique utilized by Queens for conveying persuasive messages. To achieve these aims, the study adopts a model of analysis proposed by New Rhetoric Theory (1958) to be applied to four samples of public speeches for Queen Elizabeth II Alexandra Mary (Queen of the United Kingdom), Queen Rania Al-Abdullah (Queen of Jordan). The study concludes that argumentative discourse plays a crucial role in conveying persuasive aspects through the skillful and artful embodiment of the orator's background, opinions, and expertise. Argumentative techniques prove to provide efficient logistical tools for framing persuasive pleas. That is, the two queens use certain premises based on inferential claims to influence people's cognitive thinking and motivate them to act in a way that is best for them. They, hence, manage to construct powerful persuasive discourse through discursive argumentative techniques.

Keywords: Persuasion, Argumentation, Argumentative Technique, New Rhetoric Theory, Public Speech

1. Introduction

The study of persuasive discourse has two perceptual substances: historical and modern. Historically speaking, persuasion is observed by ancient Greeks, particularly, in Aristotelian work on Rhetoric. For Aristotle, persuasion is achieved through three criteria that should be accounted by the orator: logos (logical proof), ethos (character's credibility) and pathos (emotional disposition) (Roberts, 2007, Abrams & Harpham, 2009, Jamar, 2014) [19, 1, 10]. In most rhetorical studies, rhetoric has been tackled in terms of persuasion and defined as "...the use of words by human agents to form attitudes or to induce actions in other human agents" (Burke, 1969: 41) [9].

In modern studies, scholars study persuasion from various angles. They have inspected persuasive notions from the side of persuaders exploring the techniques employed by them to influence others' thinking and beliefs. They have also directed their studies to focus on the effects that these tactics have on the audiences. Therefore, the language of marketing (Tallard, 2001, Mathieu & Löfgren, 2018,) [11] economic issues, social media (Sari, 2018, Denton, 2019) [20], technology (Bator, & Cialdini, 2000, Harris *et al.*, 2017) [2, 9] and politics- where persuasion has been inspected through analyzing public speeches for many political leaders in their election campaigns and for topics on various issues advanced by politicians- (Blaney, 2014, Blumenau & Lauderdale, 2020) [5] has been deeply investigated as a persuasive language that has a salient influence. For instance, in persuasive technologies, scholars look into the interactive linguistic systems that are intentionally designed to change user's

attitudes or behavior through using certain information and intelligence that is hidden in the interconnection system (Maurits, 2011: 2)^[12].

In light of these studies and the achieved efforts, there is no remarked attempt for establishing linguistic studies for public speeches delivered by women. Researchers, however, have shown little interest in investigating the persuasive discourse of women as effective public speakers. Due to the fact that women nowadays have a prominent role in making decisions, holding authoritative political and social positions, and participating in improving life, it will be a highly significant to study the persuasive aspects in their discourse. Therefore, the study seeks to identify the concept of persuasion in modern linguistic studies and how it has been represented in women's public speeches. It also aims at clarify the relation between arguments and the creation of persuasive appeals and study the argumentative techniques utilized by Queens for conveying persuasive message. Accordingly, the present paper attempts to bridge the gap of this knowledge and answer the following questions:

- Is persuasion an essential component of women's public speeches?
- How are persuasive appeals constituted through argumentative discourse?
- Do Queens utilize argumentative techniques to deliver persuasive messages? How?
- What kind of argumentative techniques were used by those queens? Are they convenient to fulfill the requirements of making persuasive language in respect to the context of the topic of public speech?

To answer these questions, specific public speeches for Queen Elizabeth II (Queen of United Kingdom) and Queen Rania (Queen of Jordan) are selected to investigating how they employ argumentative techniques to achieve persuasive appeals. The selected public speeches, as the data of the study, will mainly concerned with controversial issues such as the crisis of Corona virus and its impact on people's life, social reform, women's rights and the impact of social media on human's investment, health and life development in general. These speeches- linguistically analyzed, as far as the persuasive aspects are concerned,- are constructed on knowledgeable ground, facts, experiences, and opinions whose goal is persuading people to change their attitudes, beliefs and ideologies, and, in turn, motivate them to act in specific direction that is best for them, as seen by those women. Accordingly, the structure of their public speeches conveys a plea for re-shaping, reinforcing, or changing essential aspects in people's life.

2. Perception of Persuasive communication in Modern Linguistics

The term 'Persuasion' has been tackled from various perspectives by scholars who try to shed light on this process as a communicative phenomenon internalized in different contexts. Millar (1980 as cited in Stiff & Mongeau, 2016: 4)^[23] defines persuasive communication as "any message that is intended to shape, reinforce, or change the response of another, or other". This definition has been criticized by Stiff

and Mongeau (ibid) as being limited, since; it limits the persuasive communicative activity to intentional behavior. Due to their view, this limitation has a significant point, that is to say, it gives an indication that all communication, by its very nature, is persuasive. They also point out that the communicative activities that are not planned as persuasive might unintentionally affect other's response. They think however, Millar's definition (1980) is regarded as broader than the typical definition. The term 'response' which he utilizes in the definition reflects his concern that persuasion should outcome beyond attitudes and attitudes change. Millar's definition put forward three dimensions of persuasive activity: response shaping, response reinforcing, and response changing, which frame the process of persuasion. (Stiff & Mongeau, 2016: 4-5)^[23]

Due to the above discussion, the following points could be concluded:

- Persuasion is an artful communicative message that employs reasoned argument and cognitive aspects to affect the minds of others to think favorably of the speaker's point of view.
- It is mainly a message that attempts to achieve change in attitudes and behavior, so, it is a matter of involving free will NOT coercion. In other words, it is a matter of making an influence NOT conviction.
- It involves planning social and cognitive logistical tools to accomplish the yearning influence on others.
- It is a matter of argumentation in which the persuader utilizes techniques to make an influential persuasive communication.

3. Persuasion as an Argumentative Discourse: Overview

Many scholars of Philosophy, Rhetoric, and Linguistics have deeply searched the conceptual basis of the term 'argumentation'. Van Eemeren, Grootendorst and Henkeman (2008: xii)^[29] point out that argumentation is a verbal, social, and rational activity constructed to convince a reasonable critic of the acceptability of a standpoint by maintaining a constellation of one or more propositions to justify this standpoint. For those scholars, argumentation is concerned with two aspects: the process of putting forward an argumentation and its product. In argumentation theory, the notion of argumentation is no longer observed as the product of a rational process of reasoning as it was traditionally viewed in logic, but also as a part of developing communication and interaction process.

Through arguing, the speaker not only makes coordination between beliefs and actions, but also acquires and transmits knowledge. Hence, argumentation is described as a means to justify claims and beliefs and to persuade others. For this reason, argumentation is viewed as a methodological inquiry specifically concerned with areas of philosophy that related with the conditions turn mere beliefs into knowledge and conditions of legitimacy that permit particular communicative interactions among individuals. (Bermejo-Luque, 2011: 273)^[3]

Bermejo-Luque (2011: 122)^[3] points out that the main considerations of regarding argumentation as a means of

persuading are: first, argumentation is a means to show the correctness and appropriateness of claims, it proves to be a good means to make up the minds about what to believe and what to do. Argumentation is a warranted means to achieve beliefs, thus, the practice of arguing turns out to be a legitimate as well as an effective means to persuade. Crucially, the practical rationality of argumentation as a means to justify actions and beliefs and prove them to be correct, as a persuasive device, depends on its ability to achieve agreement. Accordingly, argumentation is an efficient and instrumentally rational means for persuading. Argumentation contributes to the assessment of reasons put forward for sustaining the target-claim, and on the other hand, it may promote a belief in the target-claim. That is to say, argumentation is considered a "justificatory device with normative properties or as a persuasive device with causal properties" (ibid).

4. New Rhetoric Theory

4.1. General Orientation of the Theory

The theory of New Rhetoric is regarded as a highly significant contribution to the development of argumentation theory. It is presented by the Belgian philosopher Chaim Perelman and his mate Lucie Olbrechts-Tyteca. Their research work was first published in 1958, and then translated to the English language in 1969 under the title: "The New Rhetoric; A Treatise on Argumentation. Perelman and Olbrechts-Tyteca (1969:4) ^[14] define the 'new rhetoric' as "the study of the discursive techniques allowing us to induce or to increase the mind's adherence to the theses presented for its assent ". Thus, the purpose of the theory is to establish a systematic description of these techniques (van Emeren *et.al*, 1996: 93) ^[27]. Brockride (1982: 109) postulates that the main purposes of argumentation in the context of new rhetoric is to proceed the audience thinking from the agreement about premises to agreement about the conclusion which is different from the notion of demonstrative logic where the purpose is to produce truth by reasoning from primes to conclusion. In this respect, Perelman (1982:21) ^[15] elaborates that the aim of argumentation is not like demonstration, that is, to prove the truth of a conclusion, rather; to transmit to the conclusion the adherence accorded to the presented premises.

4.2. Techniques of Argumentation

Perelman and Olbrechts-Tyteca (1969) ^[14] distinguish three techniques of argumentation based on associative relation: "quasi-logical relations," "relations based on the structure of

reality," and "relations establishing the structure of reality." The present study will discuss the last two techniques since their principles come into the core of persuasive argumentative discourse that is based on making approval between the audience's thinking and the attributed opinions of the orator.

1. Argumentation based on the Structure of Reality

Van Emeren *et.al* (2014: 275) ^[30] identify general remarks of this technique. They describe it as an argumentation designated to make an attempt for justifying a thesis by making a connection with certain characterizations of reality held by the audience. Through this type of argumentation, the arguer's aim is to get a thesis approved by appealing to the way in which reality is structured. The presentation of the argumentative discourse in this technique neither intends to give an objective description of reality nor express views of the way in which the world is constructed. However, Perelman and Olbrechts-Tyteca (1969) ^[14] put forward a description of how the manner in which the opinions of an audience regarding the way in which reality is ordered are utilized by arguers in the development of their argumentation. Such statements about reality or about particular relations in reality are presented as facts, truths, or presumptions that are viewed as instrumental in the justification of theses. (van Emeren *et.al*, 1996: 111) ^[27]

In argumentation based on the structure of reality, the relation is created between elements already accepted by the audience and the element that the arguer hopes to become acceptable; this relation must adapt to the audience's conception of reality (ibid). Perelman and Olbrechts-Tyteca (1969: 261) ^[14] distinguish two sorts of relations: sequential relations and coexistential relations. Sequential relations are concerned with relations attaching to the order in which two or more elements of a series occur. For example, two consecutive facts or events may be presented as cause and effect such as: "Now that they are allowed to have a say, it has become total chaos." Another way of making two consecutive events is as means and end: "Studying for this examination will enable me to obtain my Master's degree." (van Emeren *et.al*: 2014: 276). ^[30] The second type of associative techniques of argumentation based on the structure of reality composes relationships of coexistence. The difference between sequential and coexistential relationships is that the former is structured on techniques that emphasize the temporal relations between two elements, whereas the latter does not depend on time.

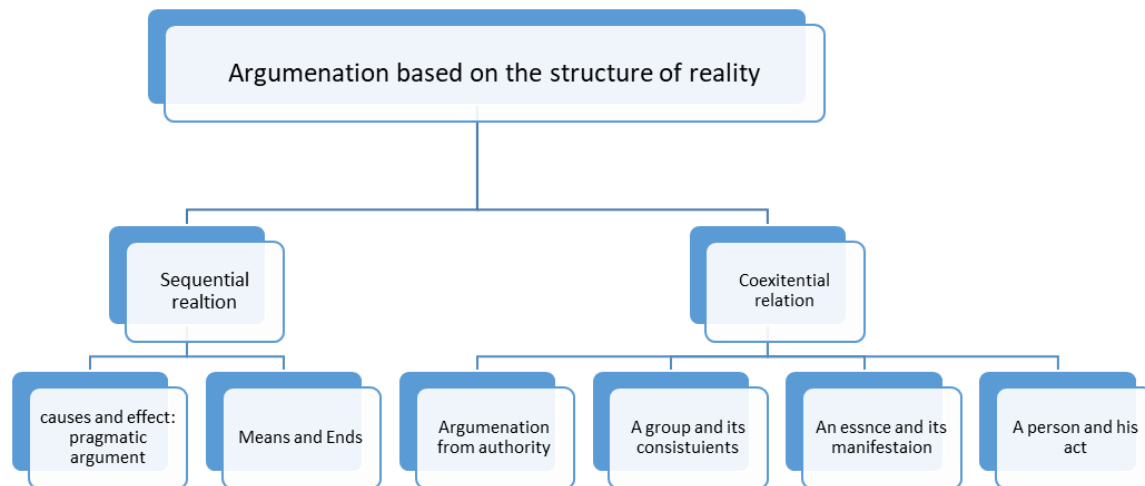


Fig 1: Argumentation based on the structure of reality

2. Argumentation Establishing the Structure of Reality

The construction of the associative argumentation in this category is intended to justify a thesis by drawing connections establishing the structure of reality in a specific orientated way. Through such structure, the thesis is supposed to be accepted by fitting into this picture of reality. The arguer presents the audience with a particular idea of how reality is structured. The linking of the elements of reality denotes a creation of new order that is comprehended to be new by the audience. "The plausibility of the new order then invests the elements adduced in defense of a thesis with a

certain plausibility of their own" (van Eemeren, 1996: 115) [27]

The presentation of argumentation establishing the structure of reality is classified into two broad types:

- Argumentation by example, illustration and model.
- Argumentation by analogy.

The main difference between the two categories is that the first one includes objects and concepts in the same sphere, whereas the second includes organizing objects in different spheres (Foss *et.al*, 2002: 100) [8].

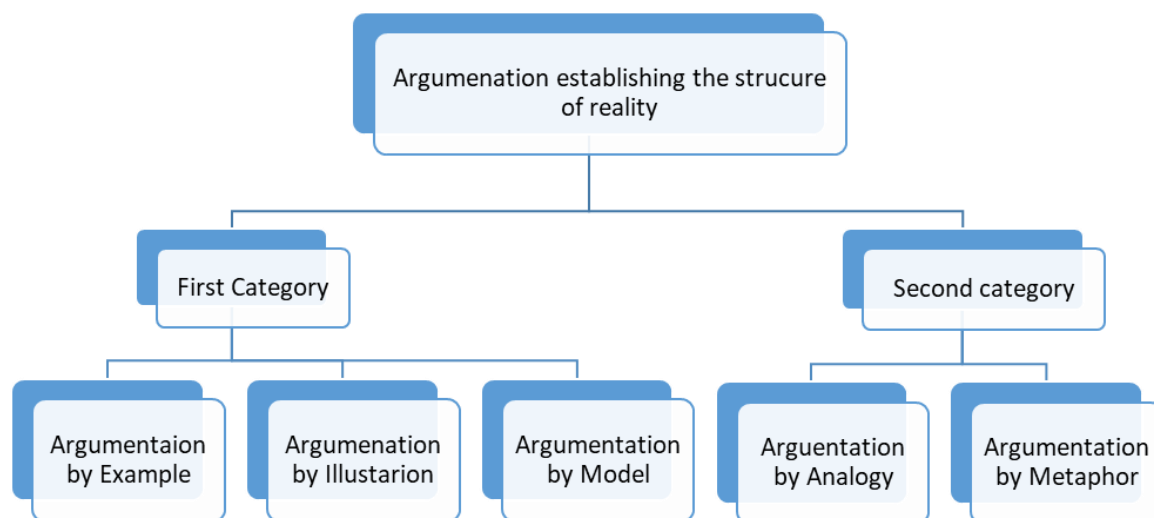


Fig 2: Argumentation establishing the structure of reality

5. Research Methodology

The model adopted in this study is proposed by New Rhetoric Theory. Through this theory, the analysis of public speeches is to be concerned with argumentative techniques that the speaker employs to justify his or her suggested premises and lead, in turn, to the conclusion that the speaker intends to establish. Such argumentation is classified as rhetorical argumentative discourse since the speaker has beliefs about an issue and confers reasons which persuade others to adopt the same point of view (Thomson, 1996: 6) [25]

According to this theory, these argumentative techniques are believed to approach the audience in an effective manner. In

other words, they harmonize the audience frame of reference, i.e. closely related to the beliefs, attitudes, cultural and shared knowledge background of the audience. Thus, the arguer should identify his/herself propositions by making use of existing knowledge, experiences, expectations, opinions, and norms. Due to that notion of analysis, this model of analyzing argumentation is evaluated as a rhetorical model providing a systematic survey of the required knowledge to accomplish a persuasive effect on people in an argumentative contextual environment.

Accordingly, the purpose of this model is to analyze and examine the discursive persuasive appeals created in

women's public speeches by utilizing argumentative techniques of New Rhetoric Theory. The researcher will investigate how these techniques function in justifying the speaker's thesis and premises that attempt to influence the

audience's thinking and persuade them to decrease or increase their acceptability of the orator's propositions through argumentative standpoints.

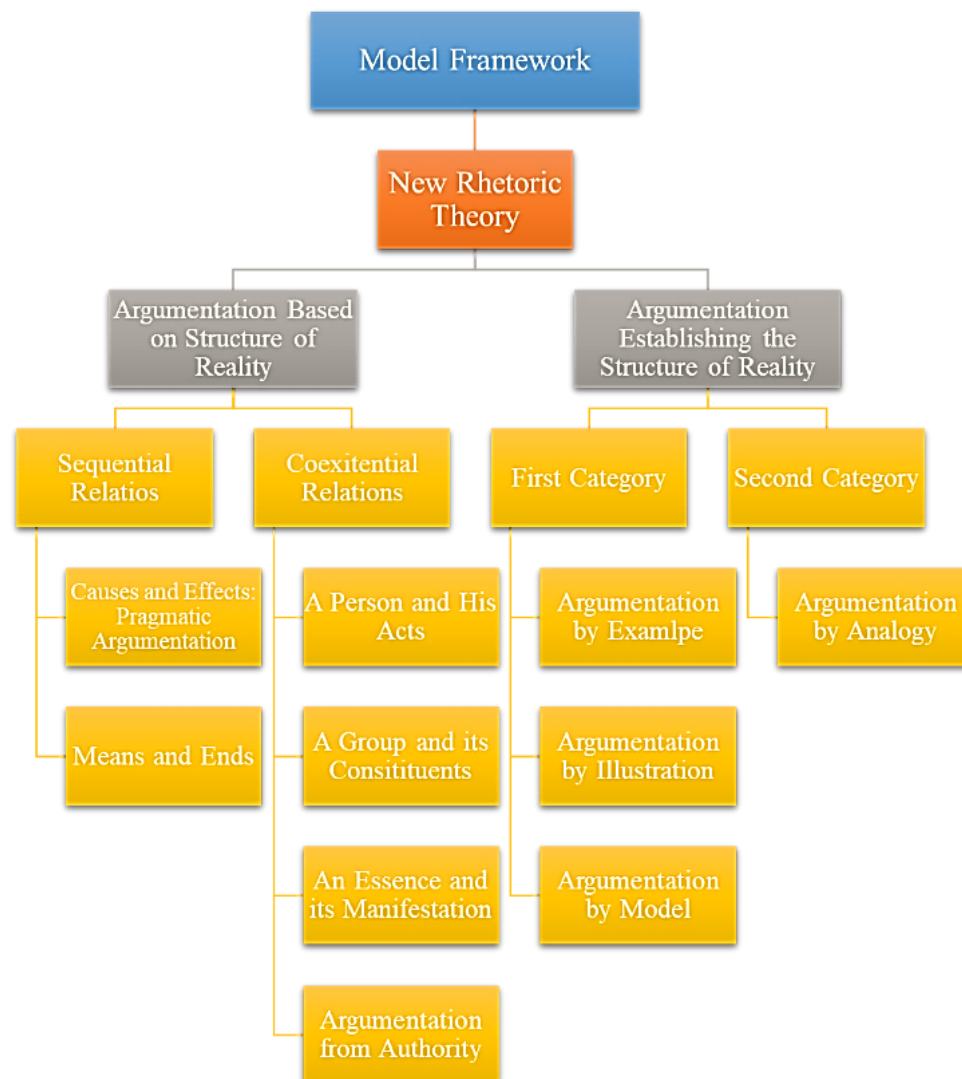


Fig 3: The Model of analysis

6. Data Collection

The data is public speeches selected through specific scales that sustain the determination of the degree of using persuasive aspects measured through the suggested theoretical model of analysis. The public speeches for two Queens: Queen Elizabeth II Alexandra Mary (Queen of the United Kingdom) and Queen Rania Al-Abdullah (Queen of Jordan). The topics that the speeches deal with are controversial social issues such as education, women's right, social reform and modern problems, and difficulties that societies encounter nowadays.

The scope of analysis will basically survey the persuasive appeals in public speeches through linguistic concepts, particularly speaking, by discursive techniques and pragmatic strategies. The analytic study of persuasion in the selected samples excludes the investigation of psychological processes, non-verbal language, body language or visual determinants. Thus, the analysis of speeches will concentrate on how the selected figures of women could create and convey persuasiveness notions through their treatment of the

referred topics. The analysis intends to assess how they could exploit language to influence people's attitudes, thinking and beliefs and stimulate them to adhere to their own points of view and even transform their offered thoughts and knowledge into actions for changing society toward better directions. The study in this paper will depend on qualitative analysis only.

7. Data Analysis

7.1. Queen Elizabeth's II Speeches

7.1.1. The first speech is delivered at the time of Corona Virus crisis; entitled "we will meet again ". It has been broadcasted on April 5, 2020.

1. Argumentation based on the structure of reality

"I also want to thank those of you who are staying at home thereby helping to protect the vulnerable and sparing many families the pain already felt by those who have lost loved ones. Together we are tackling this disease and I want to reassure you that if we remain united and resolute

then we will overcome it ”

In this extract, the queen uses the argumentative sequential technique; pragmatic argumentation: causes and effects. Mainly, she explicates the effects that result from committing people to stay at home during the current days of the crisis. By staying at home, they will save lives and prevent more pain resulting from losing people, and by being united the result will be the accomplishment of victory against this virus. Her words were based on evidence and common sense, since the connection of the thesis was defended and its favorable consequence was clarified to the British nation. All the aspects which she mentions persuade people to seriously consider the causes and effects of this crisis so they could overcome it.

Another technique based on sequential relation used in this speech is means and ends; which are manifested in the following lines:

“I hope in the years to come everyone will be able to take pride in how they responded to this challenge and those who come after us will say the Britons of this generation were as strong as any that the attributes of the self-discipline of quiet good-humored resolve and a fellow-feeling still characterized this country. The pride in who we are is not a part of our past it defines our present and our future. The moments when the United Kingdom has come together to applaud its care and essential workers will be remembered as an expression of our national spirit and its symbol will be the rainbows drawn by children across the Commonwealth ”

In these lines, the queen puts forward the bright ends that could be gained from being truly responsible as united nations resisting the current circumstances and taking instructions from the authorities and the medical organizations which all represent (the means) to reach such ends. Then, she persuades them to put in their mind that these harmful days will get to an end, and they should look forward to a promising future and the victory they can make through a successful challenge of these critical days.

2. Argumentation establishing the structure of reality

“Around the world we have seen heartwarming stories of people coming together to help others. Be it through delivering food parcels and medicines, checking on neighbors or converting businesses to help the relief effort and those self-isolating may at times be hard many people of all faiths and of none are discovering that it presents an opportunity to slow down pause and reflect in prayer or meditation ”

In this extract, the argumentative technique of *illustration* has been employed. That is, the queen highlights different images taken from the world countries during the days of facing Coronavirus so as to strengthen a belief adopted by the audience. The belief is that they live hard periods and they should collaborate to reach the safe side. Within these images, she also invites them to take self-isolating as an opportunity to pray. The queen here persuades the British nations to support each other not only financially by providing food and medication by also spiritually by praying and invoking Allah to save them

“It reminds me of the very first broadcast I made in 1940 helped by my sister we as children spoke from here at Windsor to children who had been evacuated from their homes and sent away for their own. Safety today once again many will feel a painful sense of separation from their loved ones but now as then we know deep down that it is the right thing to do while we have faced challenges before this one is different this time we join with all nations across the globe in a common endeavor using the great advances of science and our instinctive compassion to heal ”.

In this extract, the queen utilizes an argumentative *analogical* technique. Through this technique, she intends to initiate a similarity between two events for the purpose of increasing the plausibility of the thesis by creating a link between the relations of facts or events in the thesis and facts or events whose relation is already accepted and recognized by the nation. In this case, she makes a similarity between the situations that happened in 1940 where the Second World War and what is taking place with the current days of Coronavirus. The structure of analogy could be analyzed as follows: Theme term 1 (the crisis of the Second World War) Theme term 2 (the crisis of Corona virus) Phoros term 1 (the distinctness of children away from their homes for the purpose of making them safe) Phoros term 2 (self-isolating and separation of people through the current period of the virus crisis)

By making such similarity, she persuades them to accept the situation of separation and harmful sense of separation; since the nation has been through a similar one during the world war and manage to deal with it. Today, people experience the same situation, however, with better circumstances. That is, they are safe in their homes, sharing this sense with the globe, and have technologies to be in contact and compassionate with each other.

7.1.2. The second speech for Queen Elizabeth II is conveyed at the Charismas Day on December 25, 2020

1. Argumentation based on the structure of reality

“Every year, we herald the coming of Christmas by turning on the lights. And light does more than create a festive mood. Light brings hope. For Christians, Jesus is "the light of the world ”

In these lines, the queen uses the argumentative coexistential technique which is structured from a link between a person and his or her act, particularly, argumentation based on essence and its manifestations. That is, she presents premises that build a suitable conclusion in this context. She begins her talk by referring to a significant charismas festival which is turning light that indicates an essence of argumentative discourse and its manifestation; what does the light brings? The such technique would successfully justify the thesis, which is in this speech, the hope of new beginning and promising future especially after exhausting months of Coronavirus crisis.

She also uses the argumentative coexistential technique based on argumentation from *authority*. In this context, it is a religious authority, that is, when she says: “For Christians,

Jesus is "the light of the world". Hence, the premise she uses is considered a piece of evidence for the thesis defended, that is the belief in a coming hope with the anniversary of Christ's birth and the beginning of New Year. She makes a connection between the belief she wishes to defend and the opinion of the same subject that is known to be adopted by the religious organization that the audience regards as an authority.

"We continue to be inspired by the kindness of strangers, and draw comfort that even on the darkest nights, there is hope in the new dawn. Jesus touched on this with the parable of the Good Samaritan. The man who is robbed and left at the roadside is saved by someone who did not share his religion or culture. This wonderful story of kindness is still as relevant today. Good Samaritans have emerged across society, showing care and respect for all, regardless of gender, race and background, reminding us that each one of us is special and equal in the eyes of God."

In these lines, the queen constructs a complex argument utilizing two argumentative techniques based on the structure of reality. Firstly, she makes an argument derived from arguing from authority to achieve a greater influence on the audience's attitude by proposing premises related to a story mentioned by Jesus who represents a divine authority. Then, from this story, she draws an argument based on a *person and his act*, which is, the good deed of the Samaritan and his saving for a person who belongs to a different religious background and the lesson which he conveys. The inferential claims that she uses with supported evidence would lead to an effective conclusion. The persuasive appeals the queen advances are so influential in this context since she builds her premises on highly approved facts attained from the real story. Thus, this story would stimulate the nation to change their attitudes and beliefs; upholding each other regardless of their diverse backgrounds. And she sustains the belief that each human is valuable no matter to which religion, culture, or race he does belong. Accordingly, the queen could create argumentative discourse based on reasonable evidence and justification which would affect on the audience's thinking and influence them to maintain her perspective. In this way, persuasion is effectively manifested through argumentative techniques structured from events from reality.

"Across the Commonwealth, my family and I have been inspired by stories of people volunteering in their communities, helping those in need. In the United Kingdom, and around the world, people have risen magnificently to the challenges of the year, and I'm so proud and moved by this quiet, indomitable spirit"

In these lines, the queen uses the argumentative coexistential technique of a *group and its constituents*. She proudly talks about some distinguishing people who brilliantly participate in serving their communities during the crisis of Coronavirus. The such indication would motivate those people to keep on their inspired work in such exceptional times and at the same time would persuade others to follow their lead and evaluate their contributions to the community.

2. Argumentation establishing the structure of reality

"As with other nursing pioneers like Mary Seacole, Florence Nightingale shone a lamp of hope across the world. Today, our front-line services still shine that lamp for us, supported by the amazing achievements of modern science."

In these lines, the queen's premises are based on arguing from the *model*. Her purpose in using a such technique of argumentation is to make the prestige of the suggested model, who is a nursing figure, reflected on the behavior that is recommended. In this case, the behavior of holding hope for overcoming the period of Corona virus and being able to have a new beginning. As well as, she relates the word hope, which represents the core of her thesis statement in this speech, with this chosen model. Such selection of words and propositions would motivate the listeners to adhere her standpoint of mediating the goodness surrounding them. Furthermore, to strengthen the nation's trust with the efforts of the front-line services who represent an essential hope and lead the saving of lives during this crisis. Therefore, the queen could establish persuasive appeals with her suggested arguments that connect various interpretations, all of which reinforce her concept of (believe in hope whatever hard is the surrounding circumstance; there is hope even in the darkest night).

"In November, we commemorated another hero. though nobody knows his name. The Tomb of the Unknown Warrior isn't a large memorial, but everyone entering Westminster Abbey has to walk around his resting place, honoring this unnamed combatant of the First World War, a symbol of selfless duty and ultimate sacrifice. The Unknown Warrior was not exceptional. That's the point. He represents millions like him who, throughout our history, have put the lives of others above their own, and will be doing so today. For me, this is a source of enduring hope in difficult and unpredictable times."

In this extract, the queen employs the argumentative technique of analogy. An analogical argument is made between two concepts similar in their inherent representation. That is, the queen refers in her speech to the Tomb of the Unknown Warrior and what he symbolizes, though his identity is unknown. Then, she makes a similarity between this symbol and the ones who represent his attributes by protecting others and sacrificing themselves for keeping others' lives. The structure of analogy could be explicated as follows:

Theme term 1: the Unknown Warrior

Phoros term 1: he symbolizes the noble features of selfless and essential sacrifice for protecting people's life

Theme term 2: the unknown heroes through history (especially during the difficult times of Coronavirus crisis) who has been in the front lines sacrifice themselves for the sake of making others survive.

Phoros term 2: they acquire and perform the same attributes that this Unknown Warrior represents and have become symbols with their noble acts.

By stating such premises through using analogical argument

to establish the reality, the queen stimulates the nation to think of the concept of hope which presents even in the darkest times with the existence of exceptional people who defend other's life, even if the cost is their life. As well as, she persuades people to appreciate the role of those heroes who are light in unpredictable times. She also motivates those special people to carry on doing their best by the suggested analogy acknowledged by the queen of United Kingdom.

7. 2. Queen Rania's Speeches

7.2.1. The first speech delivered at HeForShe IMPACT Summit - NY, USA on September 26, 2018.

1. Argumentation based on the structure of reality

"HeForShe tapped into something women everywhere understood. The right to believe in ourselves...to be all we can be...free from indignity and discrimination. That spirit rippled around the world, awakening women and men to the promise of new horizons. It even reached the shores of Jordan – and I'm so grateful it did."

At the beginning of her speech, the queen utilizes the argumentative sequential technique; *means and ends*. Through this technique, she intends to establish a transfer from the audience's approval of the means (represented by the organization of HeForShe and its global support from various famous effective figures and social institutions who defend women's right around the world) to the audience's appreciation of the ends; which represent achieving the normal right for all woman in the world and working on convincing the globe communities of their rights to contribute in making the future and be the ones they deserve to be. She also talks about women respect and appreciation away from discrimination treatment.

Hence, the persuasive appeals created through this argumentative technique intends to stimulate the thinking direction of the international communities that women should be present in all life aspects, they have rights in work, proving themselves as men's partner to frame tomorrow's future. Through the effective premises of her arguments, Queen Rania conveys a discursive persuasion that shapes a desired response in the audience's mental thinking. Such response would lead to organize actions for supporting women's position in life as a wife, student, worker and leader. At the same time, she motivates women to adopt the policy of this organization, working on believing in their selves and taking their role in their communities.

"It might seem a world away from New York, but as someone who travels between East and West, hearing women's stories, I can tell you: when it comes to the issue of women's empowerment, distances shrink and differences fade.

The stress of being a wife and mother, while holding down a job? We're on the same page.

The frustration that male colleagues are often paid more for doing the exact same job? We're on the same page.

The disbelief that we must work twice as hard to get half the recognition? We're with you. Step by step. She For She."

In these lines, the queen employs the argumentative coextational technique; *an essence and its manifestations*. The essence (uniformity of women's issues and stories around

the world from East to West). And its manifestations are: firstly, the identification of women's stories and the demand for their rights make them closer together as one unite regardless of their culture, country, and various backgrounds. This would create the persuasive appeal that all women around the world share mutual concerns and ambitions of desiring to contribute in making the future. Thus, this would persuade those women that you are not alone in your struggles. Secondly, the similarity of women's issues breaks the borders between world countries and unifies their calling of gaining their natural rights as wives, mothers and workers. This sense would reinforce (persuasive appeal) women's response towards their beliefs in unifying their goals and attitudes for achieving justice of their rights.

"Through civil war and armed conflict, unemployment and forced displacement, Arab women are digging deep to hold their families together in the most testing conditions.

The cruelest irony is that these crises affect women disproportionately, making them ever more vulnerable to abuse. But it's precisely during such crises that women slip off national agendas, increasing the gap between hardship and hope.

And, yet, they bridge that gap with a spirit of steel and a will to match. I'm so proud that amidst this instability, we've seen strides in women's health and education."

Through this extract, the queen utilizes two different argumentative techniques. The first one is the sequential argumentative technique; *causes and effects*. She sheds light on certain central events (causes) in the Arab world that lead to producing negative effects on women's position, role, and rights. In spite of the fact that women were influential participators in passing those mentioned crises, they have been even discriminated against from the national goals of their countries and increased the depth of their suffering from being neglected and disvalued. The premises which she constructs in her arguments are based on real facts and witnessed situations. That is, the presented inferential claims would successfully constitute the conclusion she hopes to be conveyed. Thus, the persuasive appeals of this argumentative technique are to persuade leaders in the Arab world to look after women's rights and consider their effective role in exceptional circumstances. Accordingly, her persuasive discourse is intended to influence others' perceptive of women. It also includes an invitation to change countries' policies towards women on various levels; leadership aspects, framing their rights and granting them respect and appreciation.

The second one is the argumentative coextational technique; *a person and his acts*. Through this technique, the queen deeply emphasizes her capacity in managing unpredictable times. Such potential abilities would reveal their skills in leading and getting advanced positions in institutions. In this way, her persuasive appeal shapes a response about the empowerment of women in leadership which is the core of her standpoint in this speech.

"Last month, I met an incredible group of Jordanian women changing the landscape of our labor force. In Arabic, "Sitatbyoot" means 'housewives'. It's also the name of an online platform that helps women working from home find jobs and market their skills.

Set up in 2010, it was co-founded by an ambitious man, Saeed, and a determined woman, Nada – which sounds to me like a Jordanian HeForShe ahead of their time! ”

In these lines, the queen uses the argumentative coextational technique, *a group and its constituents*. Through talking about this group of “Sitabyoot”, the queen conveys an argumentative persuasive message of motivating the audience to follow Saeed and Nada's lead in contributing to supporting women to be influential members in their communities and at the same time giving them a hand to build their financial independent incomes. So, the persuasive discourse in this context intends to shape a response in others' mental thinking to institute such a project, and for men; the group is an embodiment persuasive message to be HeForShe.

2. Argumentation establishing the structure of reality

“The words of Mervat Abu Shammaleh, a mother and crochet mastermind, may help you understand its impact. “Empowerment is contagious,” she told me. “When others see you, they follow your steps. Now, all women in my neighborhood want to do what I’m doing. I feel like a leader.”

Mervat is a leader. And she’s right: empowerment is contagious – I see it lighting up the faces of our youngest girls. It’s what I call ‘the reverse domino effect’: lift up one woman, and she’ll lift up others, who lift up more.”

In this extract, the queen employs the argumentative technique; *argumentation by example*. That is, she presents the case of Mervat to make a generalization concerning the empowerment of women. She also attempts to influence the audience's mental recognition to accept this generalization as regularity (comprehending the role of women as leaders) to be adopted and worked for. What makes her example to be successfully persuasive is that she constructs it from real-life situations and people's shared knowledge. Such a future would advance its impact as (a rule to be followed).

Then, the queen utilized the argumentative technique *illustration*. That is when she says: “It’s what I call ‘the reverse domino effect’: lift up one woman, and she’ll lift up others, who lift up more ”. Through such illustration, she strengthens the belief in the presented generalization about empowerment. by visualizing its effect, she adds presence to the empowerment concept. Consequently, this argument makes her influence on delivering persuasive speech more powerful and profoundly effective.

7.2.2. The second speech for Queen Rania is delivered at the Arab Social Media influencers Summit-Dubai-UAE on 10 December 2018.

1. Argumentation based on the structure of reality

“In preparation for my speech today, I spent time last week looking back at my journey through social media. After revisiting ten years’ worth of tweets, blogs, and posts, I decided to share with you what I have learned, and what I have yearned for over the past decade.”

Through this extract, the queen employs the sequential argumentative technique; *pragmatic argumentation: causes and effects*. She starts her speech by stating that she has

reviewed her journey in social media to attract the audience's mental recognition of the causes of her standpoints and the concluded effects experienced through actual situations that take place on platforms of social media. The persuasive appeal of this technique is to motivate the audience to consider the consequences of resulted effects to obtain their approval of her presented premises. The queen intends to establish changes in people's attitudes and values observed in the use of social media.

“Starting now, I will need about 11 minutes of your time... And I know very well that I am competing for your time with Snapchat, Instagram, YouTube, WhatsApp, Facebook, and Twitter.

Growing up, we were told not to waste time, and that “time is more precious than gold.” Today however, time is more valuable than ever before!

Last year, mobile ad spending amounted to one billion dollars worldwide. And what was being sold? Our time. There is constant competition for our minds and our attention, and a race to steal time from our hands... literally.”

In these lines, the queen uses the argumentative coextational technique; *essence and its manifestation*. The essence is (the value of investment of time). Its manifestations are: firstly, nowadays, time is enrolled, devalued with deeply unaware contact with social media. Secondly, time is a crucial determiner in developing nations in our world today, however, it is the most wasted factor due to the use of social platforms. Thirdly, there are planning strategies to steal time from people's hands. This is intended to achieve the agenda. Accordingly, the persuasive appeal of this technique is stimulating the audience to think of the consequences of being unaware of the time value through their use of those technological applications.

Furthermore, the queen uses the sequential argumentative technique *means and ends* in the last lines:

“Last year, mobile ad spending amounted to one billion dollars worldwide. And what was being sold? Our time. There is constant competition for our minds and our attention, and a race to steal time from our hands... literally.”

Through the means of mobile ads, organizations work on stealing people's time and distracting their minds. Such plans are intended to affect negatively nations' advancement. The persuasive appeal of this technique is motivating the audience's mental cognition to consider the goals of marketing this tool and what impacts are meant to be produced through using these technologies (the ends).

“And finally, I would like to return to the starting point...to the first days of my social media journey.

A week after launching my Twitter account in 2009, I did my first interview through the platform. One of the questions I was asked was: choose four words to send a message to the world.

I responded with: bring down the walls.

Back then, I hoped – as many did – that this open space would change the world. I saw in it an opportunity to connect and to engage as humans in discourse unburdened by polarization or constrained by the mental barriers and

prejudices we usually face, particularly as Arabs following the events of September 11th.

On many levels, my optimism was justified, and we reaped the benefits of this space. Its networks spread education to the farthest corners of earth, and extended hope and relief to those in need millions of miles away. It enabled us to teach children without teachers, sell products without markets, and follow summits like this one without the need to attend.”

In these lines, the queen employs the argumentative coextational technique; *essence and its manifestations*. The essence here is to bring down the walls. Its manifestations are the persuasive messages that compose various dimensions. The first is persuading the listeners to exploit the social platforms for constructing a discourse free from polarization. The space of social media has granted opportunities to accomplish on a different level: networking education to world spheres and reaching education to the farthest regions of the world, trading benefits aspects, and aiding in holding summits without the need to attend. In this way, the queen attempts to emphasize the bright sides of using technologies of social platforms and urging on investing them for human advancement and creating a better world.

2. Argumentation establishing the structure of reality

“Are you still paying attention?

Good...I just wanted to make sure. Because a study conducted by Microsoft in 2015 revealed that our attention span has fallen to eight seconds due to modern technology... that's shorter than the memory of a fish! Some of you may have come across this figure in Time Magazine, The New York Times, The Guardian, or any of the multiple media platforms that rushed to disseminate.

They were all wrong! Two years later, it was revealed that the figure was not based on a Microsoft study, nor on any form of scientific research. And the belief that fish have short memories hasn't been scientifically proven either. There are countless falsehoods floating around our virtual world! Unfortunately, most of them are not innocent mistakes, but means to an end.

And although we grew up hearing that lies eventually come to light; this does not apply to social media.”

In this extract, the queen uses the argumentative technique; *argumentation by example*. She employs the study made by Microsoft in 2015 as an example of fake news distributed on social platforms. Through presenting this case, the queen attempts to generalize other similar cases of publishing and posting false news. In this context, the example also serves to emphasize the regularities figured out by spreading such non-truthful events. That is, in most cases, these falsehoods are created to accomplish ends, not random mistakes. Then, at the end of her point in this speech, she presents a rule in the form of advice: “the truth is worth it... spend your precious time in its pursuit”. Accordingly, the queen shapes persuasive discourse through argumentation. She stimulates them to evaluate the truth deeply and think of its impact. As well as, to search carefully beyond the events or news posted on social media for their effect on people's attitudes and values.

“This famous photo was captured by photojournalist Kevin Carter in 1993 while covering famine in Sudan. He heard the cries of a child ravished by hunger, crawling towards a food distribution center, as a vulture lurked behind.

At the time, this image took the world by storm...it roused people's conscience and moved many to help. Despite the photographer's noble intentions, he came under intense scrutiny about why he didn't stop taking photos to help the child. He was blamed for acting like just another vulture... using the child for his own ends.

That photo is 25 years old, and may be unknown to many here.

But this...this...and this...are still seared in our minds as images that made our humanity bleed.

I know that it is painful to look at these photos. They are a reminder that humanity fails humans sometimes...but to look away implies that we have also failed them, and merely listened to their cries for help without responding.”

In this extract, the queen also utilizes the argumentative technique; *argumentation by example*. By presenting the case of this painful picture taken by the photojournalist and other similar pictures, the queen intends to create another generalization. In this case, she attempts to convey the generalization that people reacted by their emotions and momentarily feeling with such regularly occurring pictures on social platforms, however, they rarely acted towards healing these harmful situations and doing actual human deeds. Then, she offers a rule to the audience in the form of advice: “you will come across images of people that carry a message; so do not let their pleas go unnoticed. Empathize with them...and when humanity looks to you with hope, spend some of your precious time in its service.”

Thus, the persuasive appeal of this argumentative discourse is calling for changing attitudes in treating the presented cases and motivating people to give hand to others and never let down their internal humanitarian sense. This is the core of her persuasive message in this context.

7.3. Findings and Discussion

Queen Elizabeth and Queen Rania generally use argumentative discourse in their public speeches to enhance persuasive concepts. They cleverly embody their experience, knowledge, opinions, and expertise in various issues to construct persuasive appeals. Most of the arguments which they employ in public speeches are built from connections between observed facts and actual situations that they have been through. This would greatly support the persuasiveness in public speeches due to the notions of New Rhetoric Theory.

Queen Elizabeth II uses various argumentative techniques that belong to issues based on the structure of reality and establishing the structure of reality. Such variety would add strength to her intended persuasive discourse. However, concerning argumentation based on the structure of reality; she heavily relies on argumentative coextational techniques. This is due to the nature of speech topics. That is, her topics are mainly concerned with persuading people to overcome hard times. Hence, she constructs arguments that are closely related to human nature, interaction, pure instincts, and

religious grounds and rules. This nature of arguments would make persuasive discourse more powerful and influential for changing attitudes and re-shape deeply rooted beliefs.

In her first speech about the crisis of Corona Virus, she utilizes two proper argumentative techniques based on the structure of reality; pragmatic argumentation: causes and effects, and means and ends. The context of the speech requires the construction of arguments that concentrates on what causes could lead to desired effects and what means that could shape the yearning ends. Thus, the queen is attentive to building argumentative discourse that has an effective persuasive message. In argumentation establishing the structure of reality, she employs two argumentative techniques, illustration and analogy. The first one stimulates the nation to consider world stories in cooperation for overcoming this crisis. This would encourage them to act and follow the lead of influential people around the world. The second one has a unique structure of analogical argumentation. The queen has creatively made a comparison between two similar events that the nation has been through. Such relation would motivate the nation to have confidence and trust in being able to overcome these hard times too.

In her second speech, Queen Elizabeth mostly employs coextational argumentative techniques. She intends to attract the nation's attention to the nature of humanity derived from religious perceptive and stories and situations from actual life and history to influence their attitudes in turning difficult times into promising future victories. Through argumentative techniques establishing the structure of reality, the queen utilizes argumentation by model and analogy. By presenting a model of the nurse who has shown a unique contribution to brining hope, the queen visualizes her core theme of speech in a distinctive figure. The queen utilizes analogical argumentation to make analogical argumentation between the attributes of a warrior who defends his land and the attributes of the people who protect other's life from Coronavirus. This structure of arguments creates persuasive appeals that reshape harmful situations for a better vision.

Due to the complex issues discussed by Queen Rania in her public speeches, she concentrates on argumentative techniques based on the structure of reality. In her speech about women's rights, queen Rania takes pictures from actual scenes of life and transforms their meanings through argumentation to convey persuasive aspects; that are, motivating the international community and the Arab world, in particular, to work for granting women's rights and consider their sufferings on various levels. She also utilizes argumentation to establish the structure of reality that is essentially compatible with the nature of the topic. That is, she uses argumentation by model and illustration. The former is convenient to recommend a behavior and the latter is proper for adding presence to already accepted generalizations. In her speech about the negative and positive effects of social media, the queen employs certain argumentative techniques that frame persuasive context.

Through utilizing the argumentative techniques of causes and effects, essence and its manifestations, and argumentation by example, she conveys a persuasive message to reshape beliefs, attitudes and ideologies. It is observed that the two argumentative techniques of the essence and its manifestation and example are highly adequate to the context of speech. Through using the former, she sheds light on critical points that need to be revealed by reasons and mental criteria whose controversial circles demand connections. The use of an

example suggests her desire to construct rules that lead people to think of their hidden consequences and interpretation.

8. Conclusion

Persuasion is a linguistic, social, and cognitive phenomenon often observed in argumentative discourse. Argumentative techniques proposed by New Rhetoric Theory represent a promising approach to analyzing the techniques of discursive persuasion. These techniques essentially contribute to conveying skillful and artful persuasive appeals. The orator subtly employs their background knowledge, opinions, and expertise to frame linguistic images derived from the structure of reality and established the structure of reality. In this sense, persuasive discourse could successfully achieve its purposes in shaping, reinforcing, and changing beliefs, attitudes, and ideologies ingrained in people's perceptions. Argumentative techniques prove to provide efficient logistical tools for framing persuasive pleas. That is, Queen Elizabeth II and Queen Rania use premises based on inferential claims derived from realities and others establishing the reality to influence people's cognitive thinking and motivate them to act in a way that is best for them. The two Queens manage to construct powerful persuasive discourse through discursive argumentative techniques.

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