

## **2. REVIEW OF RELATED LITERATURE**

This chapter provides the theoretical framework guiding the analysis of persuasive strategies by Rishi Sunak and Joe Biden. The study draws on two main theories: persuasive strategies outlined by Beebe and Beebe (2012, 2017) and the age-related communication theory presented by Holmes and Wilson (2017). Moreover, the writer included the three related studies regarding persuasive strategies by Wijaya (2016), Orji et al. (2015), and Arella (2023).

### **2.1 Review of Related Theories**

The analysis in this study is guided by two main theories, focusing on the use of persuasive strategies across different age demographics. The first, proposed by Beebe and Beebe (2012, 2017), presents a comprehensive framework for understanding persuasive strategies, identifying sixteen distinct strategies. This research, however, narrows its focus to thirteen of these strategies that are primarily linguistic in nature, consisting of three categories of reasoning, the four types of effective evidence, and the use of emotion.

Furthermore, to examine the influence of age on communication styles, this study integrates the theory proposed by Holmes and Wilson (2017). The sociolinguistics research of Holmes and Wilson (2017) examines how linguistic techniques and styles can be greatly influenced by age. This aspect is important, as it suggests that varying age groups—represented in this study by Rishi Sunak (middle age) and Joe Biden (old age)—might exhibit distinct communicative behaviors. Thus, Holmes and Wilson's (2017) theories on age factors are utilized for a deeper understanding of how age influences persuasive strategies.

#### **2.1.1 Persuasive Strategies**

The strategies for persuasion described by Beebe and Beebe (2012) focus on adapting the speaker's message to thoughtfully provoke a response from the audience. Although Beebe and Beebe (2012, 2017) list sixteen persuasive strategies, this study only focuses on thirteen of them. Thus, section 2.1.1 covers the thirteen strategies employed in this study.

##### **2.1.1.1 Utilizing Logic and Evidence to Persuade**

When employing persuasive strategies, it is crucial to meticulously consider the utilization of logical reasoning to arrive at a particular judgment. As cited by Beebe and Beebe

(2012), Aristotle emphasizes the importance of presenting evidence and employing appropriate reasoning to guide listeners toward the advocated conclusion. This evidence encompasses factual information, examples, statistical data, and expert opinions, all of which serve as essential tools for substantiating the speaker's arguments and viewpoints. In order to arrive at a logical conclusion, Beebe and Beebe (2012, 2017) list the three types of reasoning, four types of effective evidence, and the type of effective evidence.

### **A. The Three Types of Reasoning**

Understanding the type of reasoning is needed as a persuasive speaker. Beebe and Beebe (2017) state that the speaker must present their argument in a logical and organized way to persuade the listener. To reach that, the speaker can use three reasons: inductive reasoning, deductive reasoning, and causal reasoning.

#### **a. Inductive Reasoning**

Inductive reasoning involves deriving a general conclusion from specific instances or examples (Beebe & Beebe, 2012). Essentially, it necessitates the use of specific examples to substantiate the validity of the conclusion. Beebe and Beebe (2017) explain that the general conclusion consists of examples, facts, statistics, and opinions. It requires specific examples to support the conclusion.

Beebe and Beebe (2017) give an example of a speech about “foreign cars are unreliable” (p. 268). The speaker could say his own, family, and friends' experience with a foreign car that gave him trouble (Beebe & Beebe, 2017). For example, the speaker's cousin “also bought a foreign car that kept stalling on the freeway” and the speaker's English professor told him about the “foreign car has broken down several times in the past few weeks”, which could make the audience conclude that foreign cars are unreliable (Beebe & Beebe, 2017 p. 268).

#### **b. Deductive Reasoning**

Deductive reasoning, as explained by Beebe and Beebe (2012), is starting with a general statement or principle and then arriving at a specific conclusion. In this type of reasoning, the speaker's conclusion is derived from the validity or truth of the general statement, rather than being merely a probable outcome.

Moreover, Beebe and Beebe (2012) point out that deductive reasoning can be organized into a syllogism, consisting of three key parts: the major premise, the minor premise, and the final conclusion.

- The major premise serves as a general statement used to arrive at a conclusion. An example of a major premise is “All communication professors have excellent teaching skills” (p. 270). According to Beebe and Beebe (2012), the audience might assume that the public-speaking class professor is outstanding.
- The minor premise is a detailed statement about an example that is associated with the major premise. An example of a specific statement is “John Smith, our teacher, is a communication professor” (p. 270).
- The conclusion is a combination of both major and minor premises. For example, the combination of major premise and minor premise example is “John Smith has excellent teaching skills” (p. 270).

### **c. Causal Reasoning**

In the context of causal reasoning, Beebe and Beebe (2012) stress the importance of establishing a connection between two or more occurrences in order to arrive at the conclusion. To construct a causal argument, Beebe and Beebe (2012) delineate two structures: one that commences with the beginning of the cause and concludes with its effect, and the second structure begins with the effect and concludes with an unknown cause.

The first structure of causal argument is cause to effect. Beebe and Beebe (2017) give an example of interest rates. The speaker can argue that “because the rates are increasing, the Dow Jones Industrial Average will decrease” (Beebe & Beebe, 2017, p. 271). This illustration demonstrated how the speaker guided the audience from something that was already known to something that had not yet occurred. Additionally, this is typically applied to weather prediction (Beebe & Beebe, 2017).

The second type of causal argument is effect-to-cause. For instance, when earthquakes occur (known effect), the speaker can elaborate on this effect and state that it results from a shift in the fault line (Beebe & Beebe, 2017).

## **B. The Four Types of Effective Evidence**

Effective evidence could help the speaker to persuade the audience. Beebe and Beebe (2012) state that the conclusion would not make the audience believe changed. Instead, the speaker needs evidence to make the audience believe.

### **a. Use Credible Evidence**

With credible evidence, when the audience believes the evidence is credible, they are far more open to the speaker's argument (Beebe & Beebe, 2012). Credible evidence can be taken from drawn from reliable, informed, and impartial sources. For example, a large construction company owner initially backed the construction of a new dam to create a water reservoir, but later reconsidered and now opposes it (Beebe & Beebe, 2017). Beebe and Beebe (2017) mention that the reluctant testimony will affect the audience because if there is powerful reluctant testimony, the audience may think there is something wrong with the buildings.

### **b. Use New Evidence**

The speaker needs to support their argument with new evidence. However, Beebe and Beebe (2012) state that new evidence does not necessarily refer to the most recent data but rather entails introducing information or facts that the audience may not have encountered previously. This approach aims to capture the listener's attention and engagement, particularly by offering new knowledge that can stimulate their interest and involvement.

### **c. Use Specific Evidence**

The speaker can use more detailed evidence to support the argument. The terms "many" and "a lot of" should not be used when providing comprehensive proof (Beebe and Beebe, 2012, p.348). Beebe and Beebe (2012) give an example of a speaker's speech that says "Many people will be hurt if we don't do something now to stop global warming" (p. 348). The example demonstrated that the information provided is not precise, as doing so could fail to tell the audience of how urgent it is to solve global warming in order to shield a sizable number of people from serious harm.

### **d. Use Evidence to Tell Story**

The speaker can use a story as evidence to add more emotional power to the speaker's message because the speaker's evidence can seem less abstract (Beebe & Beebe, 2012). For instance, in this statement, "Many people will be hurt if we don't do something now to stop global warming" (Beebe & Beebe, 2012, p. 349), it is suggested that the speaker could significantly heighten her persuasiveness by sharing a narrative illustrating the detrimental effects of rising ocean levels on individual families.

### **2.1.1.2 The Use of Emotion to Persuade**

Comprehending the role of emotion is essential, especially to persuade the listener. Beebe and Beebe (2012) state that emotion is an effective approach to move an audience and reinforce the speaker's purpose. Also, emotional appeals typically tap into nonrational sentiments, making them an effective tool for persuasion (Beebe & Beebe, 2012). In order to achieve emotion to persuade, Beebe and Beebe (2012, 2017) list six strategies for using emotion to persuade.

#### **a. Use Concrete Example**

In persuasive speeches, the incorporation of specific instances serves the purpose of enabling the audience to vividly envision the speaker's message. To persuade effectively, Beebe and Beebe (2012) state that to use concrete examples the speaker can utilize a "vivid description of the devastation" to "evoke strong emotion and persuade listeners" (p. 352).

For example, in the devastation in Saragosa by a tornado, the speaker can use vivid descriptions such as "The town is no more. No homes in the western Texas town remain standing" (Beebe & Beebe, 2017, p. 278). Beebe and Beebe (2017) continue by explaining about the church "The church where twenty-one people perished looks like a heap of twisted metal and mortar. A child's doll can be seen in the street." (p. 278). After that, Beebe and Beebe (2017) explain more about the owner "The owner, four-year-old Maria, will no longer play with her favorite toy; she was killed along with five of her playmates when the twister roared through the elementary school" (p. 278). Beebe and Beebe (2017) state that this could evoke the audience's emotions so when there is an alarm about a storm warning they could take proper precautions.

#### **b. Use Emotion-Arousing Words**

Words and phrases can provoke emotional reactions in listeners, as noted by Beebe and Beebe (2012). The examples of words that are part of arousing words, such as mother, flag, freedom, and slavery, have the power to evoke strong emotional responses in the listeners. For instance, the slogan “Remember 9/11” could trigger audience emotional responses (Beebe & Beebe, 2017, p. 278).

### **c. Use Appropriate Metaphor and Similes**

According to Beebe and Beebe (2012), numerous research studies have identified persuasive advantages for speakers who incorporate appropriate and compelling metaphors and similes into their discourse. The use of these stylistic devices can infuse a persuasive argument with a new and emotionally resonant point of view, ultimately enhancing the speaker's credibility and forming a vivid emotional picture that traditional, non-metaphorical language may not be able to achieve. To effectively employ metaphors and similes, Beebe and Beebe (2012) offer guidance on their application.

- A metaphor is an allusive comparison of two things. An example of metaphor is “Our lives are quilts upon which we stitch the patterns of our character” (Beebe & Beebe, 2017, p. 278). Beebe and Beebe (2017) compared by mentioning “If you don’t pay attention to the ethical dimension of the decisions you make, you will be more likely to make a hideous pattern in your life quilt” (p. 278).
- A simile involves the direct comparison of two objects or ideas with the use of "like" or "as" (Beebe & Beebe, 2017, p. 278). For instance, “Not visiting your academic counselor regularly is like being a gambler in a high-stakes poker game” (Beebe & Beebe, 2017, p. 278).

### **d. Use Appropriate Fear Appeals**

The speaker can use a potential threat of harm that can happen to listeners if they do not follow the speaker’s advice. Based on Beebe and Beebe (2012), the audience is more likely to take the speaker's recommendations seriously when they evoke feelings of fear or anxiety about the possible adverse outcomes resulting from disregarding the advice. Beebe and Beebe (2017) give an example of fear, such as “You will be killed in an auto accident unless you wear a safety belt” (p.279). This is more effective in making the audience believe that it is needed to wear a safety belt (Beebe & Beebe, 2017).

**e. Use Appeals to Several Emotions**

To aid a speaker in achieving their persuasive goals, Beebe and Beebe (2012, 2017) highlight four emotions, which are:

- Hope serves to motivate listeners, as the speaker can articulate messages that offer a glimpse of a more promising future. For example, Franklin Roosevelt said “The only thing we have to fear is fear itself” which he is trying to bring hope for the future (Beebe & Beebe, 2017, p. 279).
- Through the use of pride, the speaker can bring about a sense of pleasure and fulfillment associated with achieving major accomplishments. For example, politicians compelling national pride “It’s time to restore our nation’s legacy as a beacon of freedom for all people” (Beebe & Beebe, 2017, p. 279).
- Courage aims to provide listeners with encouragement; the speaker can issue challenges that inspire them to take bold stances or differentiate themselves from the crowd, infusing them with emotion to take action. For instance, to encourage the audience Patrick Henry said “Give me liberty, or give me death!” (Beebe & Beebe, 2017, p. 279).
- Reverence can be used by the speaker to invoke a sense of the sacred and revered, serving as a compelling method for motivating the audience.

**f. Use Shared Myths to Tap into Audience Member’s Belief**

Drawing on shared myths enhances the speaker's message with crucial emotional and motivational reinforcement. As noted by Beebe and Beebe (2012), myths are commonly seen as untrue. In rhetorical terms, myths are commonly held ideas tied to a group's cultural heritage, values, and faith. Thus, myths can be factual based on the partial truth of a group. Beebe and Beebe (2017) give an example of a speaker who is trying to convince his audience to vote by saying “We can’t let down those who fought for our freedom. We must vote to honor those who died for the privilege of voting that we enjoy today” (p. 279). The speaker here was trying to use the potent myth that individuals have given their lives to defend our liberties.

All of the persuasive strategies mentioned above are summarized in Table 2.1. Thus, the persuasive strategies by Beebe and Beebe (2012, 2017) are summarized below.

Table 2.1

Review of Persuasive Strategies

Persuasive Strategies		Summary
Utilizing Logic and Evidence to Persuade		
Three types of reasoning	Inductive reasoning	The speaker uses specific examples.
	Deductive reasoning	The speaker uses a general statement.
	Causal reasoning	The speaker uses causal reasoning when relating to one or two events. Causal reasoning: <ul style="list-style-type: none"> <li>- The speaker uses causes to begin and effect to end an argument</li> <li>- The speaker uses effect to begin and causes to end an argument.</li> </ul>
Four types of effective evidence	Use credible evidence	The speaker uses evidence that are reliable, informed, and impartial sources.
	Use new evidence	The speaker uses evidence that the listener has never heard before.
	Use specific evidence	The speaker uses detailed information (e.g., number, data, or statistic) as evidence to persuade listeners.
	Use evidence to tell story	The speaker uses the story as evidence to persuade listeners.
The Use of Emotion to Persuade		
Tips for using	Use concrete example	The speaker uses vivid descriptions to

emotion to persuade		persuade listeners with emotion.
	Use emotion-arousing words	The speaker uses arousing words, such as mother, flag, freedom, and slavery, that can trigger listeners' emotions.
	Use appropriate metaphors and similes	The speaker uses metaphors and similes that can create fresh and emotional listeners' responses.
	Use appropriate fear appeals	The speaker uses threats so the audience can follow the speaker's advice.
	Use appeals to several emotions	The speaker uses emotional appeals, which are hope, pride, courage, and reverence.
	Use shared myths to tap into audience member's belief	The speaker incorporates shared myths to provide a foundation of emotional and motivational support for the message.

### 2.1.2 Persuasion and Age

Exploring the relationship between age and language is important in sociolinguistics, especially in terms of communication. Different age groups have unique communication styles, as evidenced by Holmes and Wilson (2017). Holmes and Wilson (2017) further identify that there are communicative differences between younger and older age groups, with distinctions observed in tone, vocabulary, pronunciation, and grammatical structures during social interactions.

Exploring the connection between persuasion and age, Wijaya (2016) provided insightful analysis into how age influences persuasive strategies. The analysis shows that insurance agents use more inductive reasoning when communicating with same-age groups. Opposite to older-age groups, insurance agents tend to use more deductive reasoning. This

shows age as an important factor in the selection of persuasive strategies within professional contexts.

Another study by Orji et al. (2015) examined the variance in persuasive strategy use between younger adults and their older counterparts. Their findings suggest that adults had a tendency to leverage commitment strategies more frequently, whereas younger adults often employed scarcity tactics in their communications. The study by Orji et al. (2015) concluded that younger adults would have higher overall persuasiveness scores compared to older adults. The findings indicate differences in the use of persuasive strategies across age groups.

## **2.2 Review of Related Studies**

In this part, the writer references three studies that relate to the theories used. The initial study, conducted by Wijaya (2016), discusses persuasive strategies and age. Moreover, the second conducted by Orji et al. (2015) discusses the persuasive strategies with gender and age. The last study was conducted by Arella (2023) which discusses persuasive strategies and gender. Consequently, these three studies are pertinent to the writer's research, as they collectively explore the persuasive strategies used by the subjects in their respective studies.

### **2.2.1 Persuasive Strategies Used by Insurance Agents in Prospecting Customers Based on The Customers' Age Factor (Wijaya, 2016)**

Wijaya (2016) study aimed to examine the persuasive strategies employed by insurance agents when approaching prospective clients within the same age group as well as those from older age groups. Her study was to identify both the similarities and differences in these persuasive strategies utilized by insurance agents to different age groups. In her analysis, Wijaya (2016) applied Beebe and Beebe (2012) theories on persuasive strategies and incorporated insights from Yoon et al. (2015) regarding the interplay between persuasive strategies and age factors.

For the data collection, Wijaya (2016) employed a descriptive qualitative approach. She gathered information from three insurance agents, each of whom had a minimum of one year of experience working at the X insurance company. Then, she evaluated it by participating in prospecting customers directly. Moreover, she calculated the data to see the similarities and differences of the persuasive strategies used by the insurance agents.

The study's findings revealed that age plays a significant role in influencing the utilization of persuasive strategies. Wijaya (2016) found out that when dealing with prospective clients of

the same age group, insurance agents tended to employ more inductive reasoning compared to deductive reasoning. Conversely, when prospecting older age groups, insurance agents leaned towards using more deductive reasoning rather than inductive reasoning in their persuasive approaches.

The similarities between Wijaya's study and the present writer's study are that both studies used the same theory for persuasive strategies, which is Beebe and Beebe (2012). However, Wijaya's (2016) study identified the communication used by the subject when communicating with different age groups. The writer's study analyzed two subjects from different age groups during the speech.

Following an examination of Wijaya's study, the writer was inspired to delve deeper into the persuasive strategies and age factors. While Wijaya's study sought to discern whether insurance agents employ distinct persuasive tactics when dealing with various age groups, the present study aims to investigate whether individuals of differing age demographics, such as Rishi Sunak (representing middle age) and Joe Biden (representing old age), employ disparate persuasive strategies in their speeches concerning COVID-19.

### **2.2.2 Gender, Age, and Responsiveness to Cialdini's Persuasion Strategies (Orji et al. (2015))**

Orji et al. (2015) study aimed at analyzing the persuasive strategies used by Amazon's Mechanical Turk (AMT) respondent. The goals of their research were to find the differences between gender (male and female) and age group (younger adults and adults) in using persuasive strategies. Orji et al. (2015) used theory by Robert Cialdini (2001, 2002) for the persuasive strategies.

To collect the data, Orji et al. (2015) employed a quantitative approach by utilizing Amazon's Mechanical Turk (AMT) to amass 1,384 responses. After that, they filtered and retained a total of 1,108 valid responses for analysis. The data examination involved calculating the average score for each strategy. To delve deeper, the researchers employed Repeated-Measure ANOVA, analyzing the six persuasive strategies outlined by Robert Cialdini (2001, 2002) for each respondent.

Orji et al. (2015) discovered age and gender had an impact on persuasive strategies. First, respondents who were male and female displayed various persuasion techniques. Females discovered that consensus, reciprocity, and commitment were more convincing than males did. In addition to gender, age differences had an impact on persuasive strategies that adults and

younger adults choose to employ. Whereas younger adults thought scarcity was more convincing than commitment, adults considered commitment to be more persuasive.

Orji et al. (2015) and the current writer's study have the same purpose of finding out the similarities and differences in using persuasive strategies from different age-groups. However, Orji et al. (2015) explored the persuasive strategies not only considering age but also gender. In finding the persuasive strategies, the current writer used different persuasive strategies theories. Orji et al. (2015) used theories by Robert Cialdini (2001, 2004) for persuasion, whereas the current's writer used Beebe and Beebe (2012, 2017) theories.

From Orji et al. (2015), the writer was inspired to explore more about persuasion and age by using different theories for persuasive strategies, which is Beebe and Beebe (2012, 2017) theories. In Orji et al. (2015) study, different gender and age groups affect the way the participant chooses persuasive strategies. Therefore, the current study aims to investigate the effectiveness of persuasive strategies identified by Beebe and Beebe (2012, 2017) concerning age-related factors for specific respondents, namely Rishi Sunak and Joe Biden.

### **2.2.3 Persuasive Strategies Used by Joe Biden and Kamala Harris in Their Campaign Speeches (Arella, 2023)**

Arella (2023) study was focused on analyzing the persuasive strategies employed by Joe Biden and Kamala Harris in their campaign speeches. Her objective is to find the similarities and differences in the persuasive strategies utilized by the two political figures with regard to different genders. Arella (2023) used the theory of Beebe and Beebe (2012) on persuasive strategies and combined it with gender theory by Holmes (2011).

In her data collection, Arella (2023) utilized a qualitative approach, gathering data from transcripts of campaign speeches delivered by Joe Biden and Kamala Harris. She conducted a detailed analysis of two speech transcripts.

The findings of Arella's study indicated that both Joe Biden and Kamala Harris utilized persuasive strategies in their campaign speeches. Notably, the study observed that gender roles did not significantly influence their use of these strategies. Instead, the distinguishing factor between the two subjects was Joe Biden's incorporation of myths, metaphors, and similes into his communication approach, which differed from Kamala Harris in this aspect.

Both Arella's study and the current writer's research share a commonality in their utilization of the same theory for understanding persuasive strategies, namely Beebe and Beebe (2012). However, they diverge in terms of their primary focus. Arella's study (2023) centered on

the examination of persuasive strategies employed by individuals of different genders. The present study places a greater emphasis on the distinctions within various age groups.

After reviewing Arella's study, the writer found inspiration to further explore persuasive strategies. Arella's study (2023) aimed to understand whether Joe Biden and Kamala Harris utilize specific persuasive strategies in their speeches. In the finding, Arella found that both of her subjects used persuasive strategies in their campaign speeches. Thus, the current writer wants to find out whether Rishi Sunak (representing middle age) and Joe Biden (representing old age) employ specific persuasive strategies in their speech.