Declaring COVID19 As A Worldwide Widespread: Confirmation or Intimidation

Assist. Ins. Maha Majeed Anber

College of Education for Humanities, University of Anbar
maha_anber@uoanbar.edu.iq

Abstract:

The world witnessed an emergency situation of a global epidemic that the world had not witnessed for decades, which led to the announcement of all heads of state, kings and princes, as well as prime ministers and heads of governmental and non-governmental organizations, that the epidemic that was called Corona Virus (Covid-19) in their official speech that carried a kind of fear and warning that preceded reassurance of the situation that prevailed in most countries of the world, to varying degrees. Actually, and due to unprecedented arrangements were presented for the coming days, there should be an influence for presenting ethical or/and ingraining a case of national obligation to pass such emergency case. Be that as it may, Covid19 features an unconventional effect on each angle of daily-life among them the speeches of the politicians. Influence in such formal speech can be vain. In this manner, since explanatory gadgets may be implied for influence, The current research is a scientific rhetorical investigation. The researcher examined the "Discourse/ rhetorical devices" using a linguistic model for the content analysis of the prominent linguist Van Dyck that he prepared in 1980, as well as the rhetorical devices model used by the linguist Burke (1969). Prime Minister Angela Merkel's speech from Germany, as well as Prime Minister Boris Johnson's speech from Britain, were chosen. Rhetorical devices were used for the purpose of indicating whether the speeches were reassuring or frightening to people, and to

indicate whether these speeches had an impact on the behaviour of citizens in light of this emergency crisis. The results of the study showed that Merkel used metaphor, metonymy, and synecdoche in her speeches. While in his speeches Boris used metaphorical and allegorical rhetorical devices. Both Angela and Boris do not use ironic rhetorical devices in their speeches. Likewise, there was no difference in gender (male and female) in the way people were reassured about the dangers of the pandemic.

Keywords: (Angela Merkel; pandemic; Boris Johnson, Covid19; rhetorical devices).

إعلان أن كوفيد ١٩ منتشر عالميًا: تأكيد أو تخويف

مها مجيد عنبر

كلية التربية للعلوم الانسانية ــ جامعة الانبار

الملخص:

شهد العالم حالة طارئة من وباء عالمي لم يشهده العالم منذ عقود ، مما أدى إلى إعلان جميع رؤساء الدول والملوك والأمراء ، وكذلك رؤساء الوزراء ورؤساء المنظمات الحكومية وغير الحكومية ، أن الوباء الذي أطلق عليه اسم فيروس كورونا (كوفيد -١٩) في خطابهم الرسمي حمل نوعا من الخوف والتحذير الذي سبق طمأنة الأوضاع التي سادت معظم دول العالم بدرجات متفاوتة. في الواقع ، وبسبب الترتيبات غير المسبوقة التي تم تقديمها للأيام القادمة ، يجب أن يكون هناك تأثير لتقديم حالة من الالتزام الوطني و تأصيلها لتمرير مثل هذه الحالة الطارئة. مهما كان الأمر، فإن Covid19 يتميز بتأثير غير تقليدي على كل زاوية من جوانب الحياة اليومية بما في ذلك خطابات السياسيين. يمكن أن يكون التأثير في مثل هذا الخطاب الرسمي مقلقاً. وفقاً لذلك، ونظرًا لأن الأدوات البلاغية قد تكون ضمنية للتأثير على الناس، فإن البحث الحالي هو تحقيق بلاغي علمي. تم فحص "أدوات الخطاب" باستخدام نموذج لغوي لتحليل المحتوى اللغوي للعالم فان دايك الذي أعده عام ١٩٨٠ ، وكذلك نموذج الأجهزة الخطابية الذي استخدمه اللغوي بورك (١٩٦٩). تم اختيار خطاب رئيسة الوزراء أنجيلا ميركل من ألمانيا، وكذلك خطاب رئيس الوزراء بوريس جونسون من بريطانيا. واستخدمت وسائل بلاغية لبيان ما إذا كانت الخطابات مطمئنة أم مخيفة للناس ، ولبيان ما إذا كان لهذه الخطابات تأثير على سلوك المواطنين في ظل هذه الأزمة الطارئة. أظهرت نتائج الدراسة أن

ميركل استخدمت المجاز والكناية والتزامن في خطاباتها. بينما استخدم بوريس في خطاباته أدوات
بلاغية مجازية واستعارية. لم يستخدم كل من أنجيلا وبوريس وسائل بلاغية ساخرة في خطاباتهما.
وبالمثل ، لم يكن هناك اختلاف في الجنس (ذكر وأنثى) في طريقة طمأنة الناس حول مخاطر الوباء.
الكلمات المفتاحية: (الوباء ، أنجيلا ميركل ، بوريس جونسون ، Covid19 ، أدوات الخطاب).

Introduction

The current prevailing apprehension worldwide pertains to the COVID-19 pandemic.
The Coronavirus pandemic has propagated across the globe, disseminating the
prevalence of this disease. Hence, given the prevailing circumstances, it is
recommended that individuals maintain social distancing to the greatest possible extent
and stay updated with the ongoing situation, as espoused by the World Health
Organization (WHO, 2020: b). The action of transmission of Corona virus has been
influenced to the escalation of daily activities and the expanding people, as opined by
the scholar Owen (2020). Consequently, this analysis has concentrated on persuasion as
a means of determining its potential effectiveness in altering individuals' beliefs and
values.

Statement of Problem

Due to the ongoing COVID-19 pandemic, individuals globally have been directing
their attention towards the speeches of their respective heads of state. These addresses
are regarded as a means of finding salvation amidst the crisis by seeking accuracy
pertaining to the state of affairs. Occasionally, during moments of quandary, the
disquietude and trepidation experienced by individuals may exacerbate the
circumstances (Taylor, 2019). This phenomenon is not uncommon among presidents.
During the pandemic, leaders gave speeches to give hope, guidance, and reassurance to
their citizens. The speeches boosted unity, health measures, and virus-fighting
strategies. Examples of speeches include Jacinda Ardern's address to New Zealand in
March 2020, introducing a nationwide lockdown in response to Covid-19. She stressed
unity and collective effort to eradicate the virus. Ardern's empathy and clear

communication bred public trust and confidence. Her strategy and leadership style were praised for curbing the virus in NZ. President Emmanuel Macron of France delivered key speeches during the Covid-19 outbreak, addressing the severity of the situation and outlining measures to contain the virus. Macron declared war on the virus in a March 2020 speech announcing a nationwide lockdown. The speech stressed collective sacrifice to safeguard vulnerable individuals and the healthcare system, using powerful rhetoric. Macron's effective leadership rallied French public for health measures. Taiwan's President Tsai Ing-wen delivered speeches highlighting the country's COVID-19 success. Tsai stressed early actions, like border controls, tracing contacts, and testing. She shared Taiwan's successful response and lessons with other nations in her speeches. Tsai led Taiwan well through the pandemic with low infection and mortality rates. Presidential speeches during Covid-19 offer hope, guidance, unity, and reassurance. By effectively communicating, outlining measures, and fostering responsibility, these leaders saved lives and mitigated the pandemic's impact. However, this study seek to reveal the influence of selected presidential speeches, by the Chancellor Angela Merkel' and the British Prime Minister Boris Johnson on people, to reveal if the speeches have positive or negative effect on the people behaviors, and if the speeches were confirmation or intimidation to people.

Aims of the Study

This study aims to investigate the types of the rhetorical devices that used in the presidential speeches delivered from the Germanic Prime Minister also the British Prime Minister were convincing to enable people to change some norms of the behavior and daily activities.

The Questions

1. As the rhetorical devices is a method of persuasion, which were utilized via the presidents Merkel and Johnson?
2. Did the rhetorical devices were tool of assurance or frightful?

3. Is there a difference in persuasion due to male and female variable?

Significance of the Study

The importance of this study is to shed light on the significance of analyzing linguistically the presidential speeches during the crises that can:

1-Inform, comfort, and guide the people. By analyzing speeches' tone, word choice and rhetorical devices, decision-makers can assess the president's communication strategy. Understanding message construction and delivery impact perception and behavior in a crisis.

2- Helps assess public trust during crises. Analyzing language use can reveal transparency, empathy, and credibility projected by the president. Understanding speech framing helps decision-makers gauge its impact on public confidence and trust in recommended actions or policies.

3- Evaluates crisis management strategies used by presidents by examining speeches to identify key themes and strategies. "Please reduce this text."

4- Unify, offer solace and provide a purpose to make the decision.

Limits of the Study

1- The outcomes of this study are limited to the presidents' speeches in crises.

2- Two presidents' speeches were selected randomly.

3- Burke (1969) classification of rhetorical devices and Van Dijk's (1980) text analysis model were chosen as analysis models.

Literature Review

Persuasion

Politics is about persuasion for centuries. Persuasion is assuring convincingly. In 5th century B.C., rhetoric emerged in Greek civilization for controversy (Ilie, 2006: 43). Aristotle believed rhetoric is the primary means of verbal persuasion. According to Aristotle's definition, rhetoric is the ability to identify means of persuasion. Eagly (1987) believes that gender plays a role in persuasive roles and involves diverse social

expectations. In the stereotype of males, less politeness is expected and greater emphasis is placed on independence, task-orientation, and competition (Jameel, 2022; Herring and Stoerger, 2014; and Herring, 1994). The females are more polite, less competitive, and more communal (Eagly & Steffen, 1984). Therefore, rhetoric includes all, including rhetorical figures.

Rhetorical Devices

Rhetorical devices (or figures) are intentional language deviations. Devices enhance communication effectiveness (Quinn, 1993, p. 6). Using rhetorical devices enhances understanding for listeners/readers. Rhetorical devices capture attention, emphasize key points, create imagery, evoke emotions, and enhance communication. Devices include figures of speech, repetition, metaphors, and more. Using rhetorical devices engages, impresses and conveys ideas effectively Mcquarrie & Phillips (2014:26). Devices are important in persuasive speeches, literature, ads, politics and other communication to influence and entertain the audience (Shen , 2006).

Burke's (1969) Rhetoric Model

Burke's rhetoric model focuses on identification for effective persuasion. The process of forging common ground or unity with others. Burke says identification is crucial for human interaction and persuasion (Burke, 1951:203; and Ehninger, 1975:450). Burke was inspired by Aristotle's rhetoric, which emphasized the importance of connecting with the audience for successful persuasion. Burke emphasized identification in politics. He believed politicians could use identification to reveal identities and build rapport. Using identification, politicians can unify interests, values, and beliefs with constituents (Burke, 1951). Shared ground fosters connection for persuasiveness. If a speaker understands and relates to people's concerns, they are more persuasive. Burke's model highlights that persuasion requires more than just logic and self-interest. It values emotions and symbols in shaping attitudes and beliefs. Burke urges speakers to identify with their audience, align values, and establish a shared identity for better persuasion.

In the current investigation, Burke's (1969) classification were used: "metaphor, metonymy, synecdoche and irony will be followed:

i.   The Metaphor

The definitions of metaphor given by Charles Forceville in 2009 and 2010 emphasized that metaphor is a representation that could be a cognitive and communicative marvel that includes the mapping of concepts from one space of involvement onto another space. It includes the utilization of a source space, which is recognizable and concrete, to get it or depict a target space, which is often abstract or less recognizable. The representation isn't fair a phonetic gadget but a cognitive handle that makes a difference in us getting it and conceptualizing the world. It goes past the domain of dialect and plays a principal part in forming our considerations, recognitions, and encounters. Representation permits us to see one thing in terms of another and makes a difference in us making associations, highlighting similitudes, and making modern implications. Forceville's definitions underscore the cognitive nature of allegory, recommending that it could be a way of considering and understanding that expands past its phonetic expressions. Allegory could be an effective device for communication, empowering us to communicate complex thoughts, feelings, and encounters by drawing on our shared information and encounters. (Forceville, 2009, 2010).

ii.   Metonymy

According to Lakoff and Johnson (1980:35), metonymy is a figure of discourse in which we utilize one substance to represent or refer to another entity that's closely connected or related to it. In other words, metonymy includes employing a word or expression to indirectly refer to something else based on a relevant or conceptual relationship between the two entities. The choice of the metonymic term is based on the thought that the two entities share a significant relationship, allowing the utilize of one to inspire the nearness or characteristics of the other.

iii.   Synecdoche

According to Reisigl (2006:603), synecdoche is a linguistic phenomenon in which a part of an entity or a specific attribute associated with it is used to refer to the whole entity itself or vice versa. In synecdoche, a smaller, more specific element is employed to represent a larger, more general concept, or conversely, a larger concept is used to denote a smaller, more specific element.

iv.   The Irony

The irony, is defined by Burgersa et.al (2015) as a rhetorical device or literary technique that involves expressing a meaning or intention contrary to the literal or surface level of what is being said. It often involves a discrepancy between what is expected or intended and what actually occurs or is stated. Irony can manifest in various forms, including verbal irony, where the words used convey a meaning opposite to the intended or literal meaning, situational irony, where the outcome of a situation is contrary to what is anticipated, or dramatic irony, where the audience or reader possesses knowledge that the characters in a story or play are unaware of. Irony is employed to create humor, emphasize contrasts, critique or satirize societal norms or expectations, and add depth and complexity to literary works or communication.

Van Dijk's (1980)

When we study the different ways politicians use language in their speeches, we use something called discourse analysis to understand why they say things and what they mean. It helps us find the answers to questions about politics.

Van Dijk's (1980) model of text analysis is being used in this study. This model includes different types of discourse, and each type has a way of organizing information. The first type is called introduction. In this part, you learn about the background information related to the subject. The second group is called problem because it deals with a specific issue or situation that stands out. The conclusion is the last part where you sum up what you learned and decide what to do next (ibid: 110-111).

The Data Analysis

The eclectic model in this study is a combined of Burke's model of rhetorical tropes, then the data will be analyzed according to Van dijk discourse analysis. Analyzing Merkel's and Johnson's speeches come with the following results":

Table One: The Frequencies by Burke's Model for Rhetorical Tropes for the 4 Strategies of the Speeches of Angela and Boris

President	M.R	M.Y	S.E	I.Y	No. of Item
Angela	39	4	7	0	50
Boris	13	10	0	0	23

Note: M.R= metaphor; M.Y= Metonymy; S.E= Synecdoche; I.Y= Irony

- Evidently, Merkel employs a significant majority of rhetorical devices as compared to Johnson who has yet to attain a parallel level of proficiency in this domain.
- Regarding Burke's (1969) classification, it was observed that neither of the politicians employed the use of irony.
- The utilization of figurative language is indicative of particular rhetorical preferences among political leaders. Specifically, Merkel employs metaphor and synecdoche with greater frequency, while Prime Minister Johnson is more inclined towards the employment of metonymic tactics alone, without recourse to synecdoche.

Results And Discussion

Results of the First Question

To answer the first question which states As rhetorical devices might be a method of persuasion, which rhetorical devices were utilized via the presidents Merkel and Johnson? the two political speeches were analyzed and present the results numerically. As shown in table 1, Merkel used metaphor, Metonymy, and Synecdoche rhetorical devices in her speeches. While, Boris used metaphor and Metonymy rhetorical devices in his speeches. Both Angela and Boris did not use Irony rhetorical devices in their speeches.

This is due that irony, while being a useful mechanism for communicating a particular message, can also be subject to misinterpretation and misunderstanding by the intended audience, particularly in the context of sensitive or grave situations such as a worldwide health crisis. Irony can be a potent device for communicating a message; however, it can also be subject to misinterpretation or misunderstanding by the intended

readership, particularly in contexts of high gravity or sensibility, such as a worldwide pandemic. In moments of adversity, individuals in positions of leadership frequently endeavor to furnish the general public with lucid and succinct informational updates, instill a sense of confidence and comfort, and furnish appropriate recommendations. The irony, as a characteristic trait, frequently manifests in an indirect manner and necessitates the utilization of subtlety, sarcasm, or humour. During a pandemic, wherein the welfare and well-being of individuals are under great threat, leaders may choose to employ a more straightforward and severe language to guarantee unambiguous comprehension and preclude any misapprehensions. Moreover, the utilization of irony is influenced by cultural and linguistic variables. Cross-cultural variations in attitudes towards the deployment of irony in public discourse may exist among distinct nations and cultures. Cultural norms and practices that are deemed appropriate or efficacious in one societal context may not necessarily hold true in a distinct cultural milieu.

Results of the Second Question

To answer the second question which stats "Did the rhetorical devices add reassurance?, or rhetorical devices might contribute to make discourses which are some way or another frightful?", the rhetorical devices were used to analyze the speeches and revealed that the rhetorical devices add reassurance to the people during the crises as following:

Upon analyzing the two political speeches, it can be observed that they demonstrate a comparable structure in accordance with Van Dijk's model. However, there are distinct variances apparent between the two.

- Merkel commences her speech by employing a metaphor, in conjunction with the present continuous tense, to illustrate the sustained impact of Covid-19 on social life. However, she refrains from explicitly acknowledging the actual peril posed by the pandemic. However, returning back to the introduction, a limited number of the rhetorical devices were employed.

> **"The coronavirus is changing daily life in our country dramatically at the present"(Merkel, 2020)**

- The term "stalling" was deemed most apt description of Merkel's introduction. Merkel's discourse commences with an abundance of rationales and expressions of regret conveyed via the simple present tense, aimed at emphasizing the cardinal nature of the aforementioned facts. The inclusive usage of the first-person pronoun "we" is employed to connote the involvement of all, involve the government in the repercussions of the catastrophe. Additionally, her employment of hedging strategies, such as the terms "perhaps" and "cannot," is intended to temper the potency of her statements. The gradual emergence of feminine characteristics may manifest in the process of confronting unfavourable circumstances, or alternatively, the explanatory elements that constitute the introductory remarks in the discourse may fail to capture the true difficulty of the situation at hand.

> **"and, perhaps what is most difficult, we all miss social encounters that we otherwise take for granted"(Merkel, 2020)**

- The utilization of (I) as a first-person pronoun by Merkel in her speech's introduction was intended to express the emotions in a hesitant manner rather than for the purpose of asserting accomplishments.

> **"I'm addressing you in this unconventional way today because I want to tell you what guides me as Federal Chancellor and all my colleagues in the Federal Government in this situation"(Chancellor Merkel , 2020)**

- Through the utilization of the auxiliary verbs and the if-clause condition construction, Merkel's entreaties appeal to the people while harboring doubt

regarding their capacity to collaborate with the government precedes framing the issue at hand, namely the Covid-19 crisis.

> **"I firmly believe that we will pass this test if all citizens genuinely see this as THEIR task. Allow me therefore to say that this is serious. Please also take this seriously"** **(Merkel, 2020)**

- During her speech, Merkel utilizes a significant portion of her rhetorical devices in the problem section, which highlights the crucial point that she aims to bring to the forefront. The primary objective of Chancellor Merkel was to implore her citizens to impede transmission among themselves and consent to be subjected to quarantine measures whilst the search for a viable treatment and vaccine continues, thus allowing for a delay in the propagation of the pathogen.

> **"-- then only one thing matters, namely that we slow the spread of the virus, flatten the curve over the course of several months, and buy time"(Merkel, 2020)**

- Prior to prompting individuals to acknowledge the critical state of their healthcare institutions, an initial assurance is established through the use of metaphor. It serves as a reminder that irrespective of the superiority of the Germanic healthcare system, a crisis can ensue if collaborative efforts between the government and its citizens are not enacted.

> **"Germany has an excellent healthcare system, perhaps one of the best in the world"(Merkel, 2020)**

- Demonstrating empathy for the people, Merkel employed both metaphorical with metonymical language to convey the dangers of the block-up measures.

> **"I know how dramatic the restrictions already are. These are restrictions, the likes of which the Federal Republic**

has never seen before"(Chancellor Merkel , 2020.)

- In discourse articulated by Merkel, an additional facet of significance concerns the imperative of providing reassurance to her people regarding their economic standing, as conveyed via metaphorical devices.

> **"I assure you that the Federal Government is doing everything that it can to cushion the economic impact -- and, above all, to safeguard jobs"(Merkel, 2020)**

- Merkel has abstained from engaging in an intimation discourse with Germany people and has instead opted for the use of synecdoche as a means of offering a pointed critique of the responses emanating from the populace, in respect of economic matters.

> **"Panic buying, as if there's no tomorrow, is pointless and, at the end of the day, shows a complete lack of solidarity"(Merkel, 2020)**

- In the process of utilizing metonymy, Merkel effectively mitigates the use of repetitive language while reassurance the people,

> **"We are not condemned to accept the spread of this virus as an inevitable fact of life. We have the means to fight it"(Merkel, 2020)**

- In the directives to the citizens, Angela abstained from employing rhetorical devices, by doing so may be perceived to serve the purpose of priming the people to receive more significant information.

- The concluding segment of Merkel's discourse entailed the stimulation of accountability, a rhetorical strategy she employed through the effective use of figurative expressions such as the synecdoche and the metaphor.

> **"How many loved ones will we lose? The answer, to a great**

extent, lies in our hands" (Merkel, 2020.)

• In regards to Johnson's speech, an implementation of the rhetorical techniques is comparatively lesser in amount than that of Merkel's. However, there is a discernable disparity in their respective distribution patterns. Consequently, within the introduction section, Johnson employs metaphors as a rhetorical device to effectively convey his argument in a lucid and refined manner.

> **"The coronavirus is the biggest threat this country has faced**
> **for decades - and this country is not alone. All over the world**
> **we are seeing the devastating impact of this invisible killer"**
> **(Johnson, 2020.)**

• In contrast to Angela Merkel, the Prime Minister Boris Johnson has refrained from offering any rationales or expressions of remorse for his actions, as he views the situation as an exigency that precludes the dispensation of civilities. Moreover, the utilization of metonymy and synecdoche by the author could potentially indicate the notion that amidst this unparalleled circumstance, each individual bears an equivalent level of accountability.

> **"And so tonight I want to update you on the latest steps we are**
> **taking to fight the disease" (Johnson, 2020)**

In the introduction, Johnson employed a dissociative maneuver by utilizing a metaphor that employs the use of the first-person singular pronoun "I" to merely denote his act of reminding, rather than assuming accountability for any measures taken against social gatherings.

> **"And I want to begin by reminding you why the UK has been**
> **taking the approach that we have"(Johnson, 2020).**

In subsequent segment of Johnson's statement, dedicated to the presentation of the big problem, he adhered toward a direct and concise approach, devoid of any

preliminary exposition. The author presents a pessimistic and straightforward tone throughout the text, providing only a solitary hedge, "could possibly," as a means of tempering the potency of their assertions. The use of metaphorical language is also evident throughout the work.

> **"Without a huge national effort to halt the growth of this virus, there will come a moment when no health service in the world could possibly cope; because there won't be enough ventilators, enough intensive care beds, enough doctors and nurses"(Johnson, 2020).**

- During his presentation of instructions to his followers, Johnson refrained from utilizing rhetorical devices. His language was characterized by direct and authoritative statements, as well as an excess use of the second person pronoun, which suggested a tone of justification and negativity in his relationship with his audience.

> **"You should not be meeting friends. If your friends ask you to meet, you should say no"(Johnson, 2020).**

- Before delineating the measures implemented by the government, Johnson issued a verbal warning to his populace through the employment of a hypothetical conditional clause, with the aim of diluting the severity of said warning.

> **"If you don't follow the rules the police will have the powers to enforce them, including through fines and dispersing gatherings"(Johnson, 2020).**

In the delivery of government's procedures, Johnson abstained from the use of rhetorical devices, opting rather for straight-forward language and employment of the future tense to articulate instructions pertaining to the upcoming period.

> **"We will stop all gatherings of more than two people in public**
> **- excluding people you live with"(Johnson, 2020).**

In the concluding segment of Johnson's speech encompasses the reintroduction of rhetorical techniques, namely Synecdoche and metaphor, in light of the pressing matter of Covid-19 and the commitment to its triumph. The utilization of the present continuous tense denotes a degree of optimism for forthcoming events.

> **"And we are buying millions of testing kits that will enable us**
> **to turn the tide on this invisible killer"(Johnson, 2020).**

- Johnson employed metonymy and first-person pronouns such as "We" and "Us" in his discourse, thereby implicating the addressees in taking responsibility for the unprecedented situation. This linguistic strategy creates a sense of collective ownership of the issue, as if everyone is equally invested in resolving the crisis together.

> **"But in this fight we can be in no doubt that each and every**
> **one of us is directly enlisted. Each and every one of us is now**
> **obliged to join together"(Johnson, 2020).**

Here, it's noteworthy to highlight that the utilization of the irony doesn't feature in either discourse as circumstance no longer holds any ironic connotation. In an unusual display, the heads of state implore their constituents to engage in hand hygiene practices, a notion that may evoke amusement under alternate circumstances.

Results of the Third Question

To answer the third question which states "Is there a difference in persuasion due to male and female variable?" the analysis of the two speeches revealed that there are distinct variances apparent between the two speeches, but in general the utilization of the present continuous tense denotes a degree of optimism for forthcoming events. The

results revealed that there is no significance difference in in persuasion due to male and female variable.

Conclusion

The results of analyzing the speeches revealed that the ramifications of the COVID-19 pandemic have been so extensive as to subsume even the discourse of national leaders. However, it is noteworthy that certain fundamental aspects remain impervious to the vagaries of difficult circumstances. Thus, it can be posited that within the aforementioned contexts, there were certain similarities evident in the speech patterns utilized by individuals of both genders, albeit with notable distinctions still present.

The two speeches exhibit comparable impacts on their respective populations, as the incidence of individuals afflicted with the related ailment remains uniform across nations regardless of the presence or absence of developed medical infrastructure. Therefore, amidst the current unprecedented crisis, the efficacy of persuasive speech is potentially compromised due to the variable interpretations and application of the concept of persuasion in varying circumstances.

It can be inferred that Merkel avoided using rhetorical devices in her directives to prevent priming, but used metaphors and synecdoche to stimulate accountability in the conclusion of her discourse. Johnson's speech ends by using synecdoche and metaphor to address Covid-19 and express optimism for the future. Johnson used metonymy and first-person pronouns to involve the addressees in taking responsibility for the crisis and create a sense of collective ownership.

References

Aristotle. (2006). *On Rhetoric*. Kennedy, G.A. (Trans.) New York: Oxford

Angela Merkel Address to the Nation on the Novel Coronavirus Outbreak delivered 18 arch 2020, Federal Chancellery, Berlin, Germany. Retrieved from:

https://www.americanrhetoric.com/speeches/angelamerkelcoronavirusaddresstonatio.htm

Burgersa, C., Konijn, E. A., Steen, G. J., & Iepsma, M. A. (2015). Making ads less complex, yet more creative and persuasive: The effects of conventional metaphors and irony in print advertising. *International Journal of Advertising* 34(3), 515-532.

Burke, K. (1951). 'Rhetoricald and New'.*The Journal of General Education* 5:202-209.

-----------.(1969). *A Grammar of Motives*. Berkeley: University of California Press.

Coronavirus: Boris Johnson's address to the nation in full 23 March 2020. Retrieved from:

https://www.bbc.com/news/uk-52011928

Charteris-Black, J. (2014). *Analysing Political Speeches: Rhetoric, Discourse and Metaphor*. Hampshire, UK: Palgrave MacMillan.

Corbett, E.P.J(1999). *Classical Rhetoric for the Modern Student* (4th edition). New York. Oxford University Press.

Eagly, A. H. (1987). *Sex differences in social behavior: A social-role interpretation*. Hillsdale, NJ: Lawrence Erlbaum.

Eagly, A. H., & Steffen, V. J. (1984). "Gender stereotypes stem from the distribution of women and men into social roles". *Journal of Personality and Social Psychology*, 46(4), 735-754.

Herring. S. C. (1994). "Politeness in computer culture: Why women thank and men flame". *In Cultural performances: Proceedings of the third Berkeley women and language conference* (pp. 278-294). Berkeley, CA: Berkeley Women and Language Group

Herring, S. C., & Stoerger, S. (2014). "Gender and (a)nonymity in computer-mediated communication". In *S. Ehrlich., M. Meyerhoff., & J. Holmes (Eds.), The*

handbook of language, gender, and sexuality (pp. 567-586). West Sussex, UK: WileyBlackwell.

Jameel, Ali, S. (2022). 'The Effects of story mapping and hortatory exposition techniques on students' compositions'. *Education Research International* Volume 2022, Article ID 4300692, 11 pages https://doi.org/10.1155/2022/4300692.

McQuarrie, E. F.,& Phillips B. J. (2014). *Go Figure! New Directions in Advertising Rhetoric*. London, UK: Routledge. New York: Longman.

Owen Jarus. (2020, March 20). 20 of the worst epidemics and pandemics in history | Live Science.

 https://www.livescience.com/worst-epidemics-and-pandemics-in-history.html

Quinn, A.(1993). *Figures of Speech: 60 Ways to Turn a Phrase*. Davis US: Hermagoras Press**.**

Reisigl, M. (2006). Rhetorical tropes in political discourse. In K. Brown (Ed.), *Encyclopedia of language and linguistics* (2ndEdition) (pp.597-604). Amsterdam: Elsevier LTD

Shen, Y. (2006). Figures of Speech. In Encyclopedia of Language & Linguistics. Retrieved from

WHO. (2020b, February 10). Advice for public.

https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public