

Politeness and Persuasion in the language of YouTube Influencers: A Pragma-Rhetorical Study

Asst. Inst. Hamid Jasim Mohammed

The General Directorate of Education in Thi Qar Governorate, Iraq

hamidjasim25@gmail.com

Abstract

This study attempts to apply a pragma-rhetorical analysis to the investigations of the politeness and persuasion strategies in the language of YouTube influencers. YouTube Influencers are speakers from all over the world and are believed to comprise different messages and intended meanings. Persuasion is thought to be one of the main issues that have been employed in the language of YouTube Influencers. Those speakers are assumed to intend to persuade their audience to believe certain claims and justifications. The study intends to uncover the types of pragmatic and rhetorical strategies that are employed by YouTube influencers in their language when addressing their audience. The study employs a qualitative research analysis which is anchored on a number of pragmatic and rhetorical theories, including Searle's (1969) classification of speech acts, Leech's (1983) theory of politeness, Leech's (1969) theory of rhetorical strategies and Lucas' (2009) persuasive strategies. The key conclusions of the study divulge that YouTube influencers utilise various types of speech acts such as representatives, directives, commissives, expressives and declaratives. They, furthermore, use negative and positive forms of politeness. The forms of politeness result from the tact, generosity, approbation, modesty, agreement and sympathy maxims. Those influencers employ three types of persuasive strategies, which are pathos, ethos and logos. They also use different rhetorical strategies such as simile, metaphor, hyperbole and understatement.

Keywords: (pragmatics, rhetoric, persuasion, YouTube Influencers, politeness, speech acts).

التأدب والإقناع في لغة مؤثري اليوتيوب: دراسة تداولية بلاغية

م.م. حامد جاسم محمد

المديرية العامة للتربية في محافظة ذي قار، العراق

hamidjasim25@gmail.com

الملخص

تسعى هذه الدراسة إلى تطبيق تحليل تداولي-بلاغي على استراتيجيات اللباقة والإقناع في لغة مؤثري اليوتيوب. مؤثرو اليوتيوب هم متحدثين مختلفين من جميع أنحاء العالم، ويُعتقد أنهم يحملون رسائل ومعاني مقصودة مختلفة. ويُعتبر الإقناع من أهم القضايا التي استُخدمت في لغة مؤثري اليوتيوب. ويُفترض أن هؤلاء المتحدثين يهدفون إلى إقناع جمهورهم بتصديق ادعاءات ومبررات معينة. تهدف الدراسة إلى الكشف عن أنواع الاستراتيجيات التداولية والبلاغية التي يستخدمها مؤثرو اليوتيوب في لغتهم عند مخاطبة جمهورهم. تستخدم الدراسة تحليل بحث نوعي يركز على عدد من النظريات التداولية والبلاغية، بما في ذلك تصنيف سيرل (١٩٦٩) لأفعال الكلام، ونظرية ليتش (١٩٨٣) في التأدب، ونظرية ليتش (١٩٦٩) في الاستراتيجيات البلاغية، واستراتيجيات لوкас (٢٠٠٩) الإقناعية. تكشف الاستنتاجات الرئيسية للدراسة أن مؤثري اليوتيوب يستخدمون أنواعًا مختلفة من أفعال الكلام مثل التمثيلية والتوجيهية والالزامية والتعبيرية والتصريحية. علاوة على ذلك، يستخدمون أشكالًا سلبية وإيجابية من التأدب. تنتج أشكال التأدب من مبادئ اللباقة والكرم والاستحسان والتواضع والموافقة والتعاطف. يستخدم هؤلاء المؤثرون ثلاثة أنواع من الاستراتيجيات الإقناعية، وهي العاطفة والأخلاق والمنطق. كذلك يستخدمون استراتيجيات بلاغية مختلفة مثل التشبيه والاستعارة والمبالغة والتهوين.

الكلمات المفتاحية: (التداولية، البلاغة، الإقناع، مؤثرو اليوتيوب، التأدب، أفعال الكلام).

1. Problem of the Study

Language is used to communicate ideas, thoughts, feelings, and emotions. It can be utilised as a way to convey and deliver messages in communication. Communicating through language means using words in a specific dialect to transmit information, knowledge, experience, etc., among human beings. Language has an obvious impact on how people live, think, and believe. The significance of language in communication cannot be overstated. Every community uses language to fulfil a variety of needs, whether they are constructive or destructive (Argyle, 1988).

In spite of the increasing acceptance and inspiration of YouTube influencers as a means of discussing ideas and sharing information and knowledge, there is a gap in unveiling the main rhetorical and

pragmatic strategies, which add to their persuasive effects. Though in the literature, some researchers have investigated different angles of YouTube influencers (e.g., their effect on the audience, their content style and their presentation style), there is not enough analysis integrating the rhetorical and the pragmatic perspectives (Kennedy, 2007).

On the other hand, the persuasive aspects of the YouTube influencers do not result from the speaker's appeal or the degree of informativeness of the presentation content but mainly depend on the effective employment of different rhetorical techniques and pragmatic methods of analysis. The language of the YouTube influencers employs several linguistic strategies, which make its structure a bit ambiguous to be understood by the majority of common readers. Their language has different meanings and interpretations that cannot be grasped easily and directly by their audience, especially those who lack knowledge of the linguistic strategies it contains. Their language is thought to be full of terms by which they intend to persuade their audience of certain beliefs and ideas, making it difficult for common people who are unfamiliar with these expressions to understand its structure properly.

1.1. Aims of the Study

The current study aims at:

1. Exploring the types of speech acts and politeness strategies that are employed by YouTube influencers in their speeches.
2. Finding out the persuasive and rhetorical strategies that are used by YouTube influencers to persuade their audience.

1.2. Research Questions

The study attempts to answer the following questions:

1. What are the types of speech acts and politeness strategies that are employed by YouTube influencers in their speeches?
2. What are the persuasive and rhetorical strategies that are used by YouTube influencers to persuade their audience?

2. Literature Review

2.1. Definition of Pragmatics

According to Leech (1983), pragmatics refers to the investigation of the contextual meaning of an utterance. Yule (1996) defined pragmatics as concerned with the perception of a certain level of meaning as communicated by a language user and understood by an audience. Richards (2006) showed the main concern of pragmatics is the relationship between language and its meaning. He added it discusses how language understanding is affected by the speaker's level of experience. How speakers utilise and perceive expressions and how the interaction between participants influences sentence structure. The importance of utterances is related to the pragmatics and contextual usage of language.

According to Grice (1975), pragmatics is the study of the utterances that express particular occurrences, or the conscious actions of speakers at particular times and locations, frequently including language. This implies that pragmatics is equivalent to the expressions in which the context is dependent on the particular case, consisting of time, place, and language, can be drawn. Language is not meant by the form of the basic language but by language application. It was confirmed by Levinson (1983) that the study of language use is

pragmatics. Generally, based on its context and use, pragmatics can be characterised as the analysis of the meaning of utterances.

2.2. Pragmatic Strategies

2.2.1. Speech Acts

A speech act is a theory that investigates the functions of utterances in human interaction. Historically speaking, this theory was created by Wittgenstein, the German philosopher, although Austin (1962) and Searle (1969) subsequently gave it a linguistic meaning. Austin (1962) began his widely referenced book by differentiating between constatives, which he describes as statements, and performatives, which he described as utterances.

Searle's criteria in categorising speech acts include illocutionary point, clear connection between language and context (Huang, 2006). The following speech acts are categorised by Searle (1969):

- 1. Representatives:** acts that are evaluated in the context of truth. Examples include assuming, deducing, and so forth.
- 2. Directives:** acts taken by the speaker to cause something to happen to the listener. The verbs that belong to this type of speech act include order, command, pray, allow, counsel, and so on.
- 3. Commissives:** acts where a speaker expresses a willingness to do certain thing in the future. This class includes vows, rejections threats, proposals and so forth (Huang, 2006).
- 4. Expressives:** acts that convey the psychological state of the speaker. Thanking, condolences, congratulations, and so forth are examples of paradigmatic events (Searle, 1969).
- 5. Declaratives:** are acts that are used by the speaker convey both fact and speech (Searle, 1969). This category of speech acts includes, for example, nominating a candidate, dismissing from a job, and declaring war (Huang, 2006).

2.2.2. Politeness Strategies

Leech (1983) mentioned six maxims that characterise the Politeness Theory and which show how politeness works in conversational encounters. Jiang (2010) highlighted the importance of politeness in linguistic interaction, namely the politeness and collaboration principles proposed by Grice as the two essential concepts around which interaction should be centred.

Along with its less significant counterpart, the Politeness Hypothesis advocated limiting the communication of impolite viewpoints in order to promote the representation of polite opinions (Leech, 1983). According to Leech (1983), while positive politeness focuses on maximizing the politeness of polite illocutions (seeking concord), negative politeness has the effect of reducing the impoliteness of impolite illocutions (avoidance of disharmony). Six maxims, each of which is composed of two sub-maxims, make up the politeness theory.

1. Tact Maxim: (a) decrease others' costs while increasing others' benefits.

(b) Increase the cost of others while decreasing their benefit.

2. Generosity Maxim: (a) Minimise the self-benefit while increasing the self-cost.

(b) Maximise the self-benefit while the minimising self-cost.

3. Approbation Maxim: (a) Minimise others' dispraise and maximise others' praise.

(b) Maximise others' dispraise and minimise others' praise (Leech, 1983).

4. Modesty maxim: (a) Minimise self-praising and maximise self-dispraise.

(b) Increase self-praising and decrease self-dispraise.

5. Agreement Maxim: (a) increase agreement between oneself and others while decrease disagreement between oneself and others.

(b) Increase disagreement between oneself and others and decrease agreement between oneself and others (Leech, 1983).

6. Sympathy Maxim: (a) Reduce antipathy between oneself and others while increasing sympathy between oneself and others.

(b) Increase antipathy against oneself and others while decreasing affection for oneself and many others (Leech, 1983).

2.3. Definition of Rhetoric

The origins of rhetoric as a system of persuasion strategies can be found in the cultures of ancient Greece and Rome. The capacity to perceive, in any given situation, the available techniques of persuasion" is the definition of rhetoric. The effective use of language is rhetoric. With the publication of Aristotle's Rhetoric in the fourth century BC, this field of study developed thanks to the efforts of renowned Roman rhetoricians like Cicero and Quintilian (Argyle, 1988).

Rhetoric, according to Kennedy (2007, p. 13), is "the force inherent in thoughts and feelings communicated via a system of indications, especially language to others in order to influence their decisions or behaviours." Rhetoric occurs when we communicate our feelings and ideas to others with the intention of influencing (persuading) them. Persuasion is the non-reciprocal attempt or goal of one person to alter the intentions, behaviour, feelings, or worldview of another person through the use of communication.

The goal of the speaker in persuasion is to commit the listener to taking some course of action, which is known as "a directive speech act." As a result, persuasion is an attempt to make the world reflect the words. Thus, if people do not put them in the same "register level," i.e. in the level of intentionality, Lucas (2009, p. 1) asserted, "It is quite

difficult to "marry" such an ancient discipline as rhetoric with such a new discipline as pragmatics."

2.3.1. Lucas's (2009) Persuasive strategies

The capacity to speak clearly and successfully with a purpose is referred to as rhetoric. A rhetorical situation refers to the environment in which people compose. Simply defined, as a writer, they have a target audience and a particular purpose. People must be aware of their intended messages as well as the expectations of their audiences, and they must make some effort to meet those expectations.

To add a persuasive element to their stories, storytellers typically turn to a series of rhetorical appeals. Aristotle's rhetoric is where the concept of using rhetorical appeals in argumentative and persuasive conversation first appeared. Aristotle asserts that speakers can use the three rhetorical devices of pathos, ethos, and logos to increase the persuasiveness of their arguments. These rhetorical appeals and their functions in the inspirational tale are clarified in the ensuing subsections (Argyle, 1988).

1. Pathos. Pathos is concerned with igniting and motivating the audience's emotions to do subsequent actions (Lucas, 2009). A speaker tries to convince the audience to accept or reject a claim by employing this appeal. In other words, Kennedy (2007) used the term "their self-interest" to describe how pathos manipulates the audience's personal identities.

2. Ethos. Ethos is concerned with how speakers present themselves to their audience or the common traits between the speakers and their audience to validate their moral character and believability (Lucas, 2009). Lucas (2009) claimed that ethos focuses more on demonstrating who a speaker is than what s/he is about. According to Arkoun (1990), a speaker's reputation and identity lend authority to their statements. According to Lucas (2009), this tactic has a considerable influence if it

is employed by speakers who stand for high shared values in their communities because their "excellent reputation brings with it notions of integrity and honesty" for the topics they address.

3. Logos. All factual arguments and evidence that a speaker might use to support their claims are referred to as logos (Lucas, 2009). According to Kennedy (2007), the internal coherence of the message, the clarity of the claim, its logical chain of reasoning, and its supporting evidence all serve as manifestations of logos.

2.3.2. Leech's (1969) Rhetorical Devices

1. Simile. In reality, similes are used to explicitly compare two objects, and they are denoted by words or phrases such "like," "as," "than," "similar," "resemble," or "seems" (Leech, 1969). A simile compares two things by using the terms "like" or "as."

Example: She moves quickly, like a cheetah. Girl sprinting (she runs quickly).

2. Metaphor. Metaphors compare two things without using the words "like" or "as."

Examples: The house is covered in a layer of snow. (The home is covered in snow.) White house. My young daughter is an angel. (My little kid is really nice and sweet).

3. Personification. Personification is the practice of imputing human traits to non-human entities, such as objects or animals. To give accurate descriptions, authors give objects a human quality. For examples; my pen was scribbling all over the paper. (I was typing at a breakneck pace.) As the wind blew, the leaves jived. (The wind was shifting the leaves.) A fall of leaves. Personification is the rhetorical technique of giving a notion, an object, or an animal the characteristics of a human being (Leech, 1969, p.158).

4. Hyperbole. An explicit exaggerated is a hyperbole. In order to emphasise a point, hyperbole is frequently employed. Using hyperbole

literally is inappropriate. Instances include: We waited in line for hours, I'm so hungry I could eat a horse, and more. It took a while for us to get to the front of the line, and by the time we did, the coffee was so hot that I was spitting flames. Exaggeration used for the sake of the truth is called hyperbole (Leech, 1969, p. 168).

5. Understatement. Saying less than one means, whether in what is said or simply in the manner in which it is said, is known as understatement (Leech, 1969, p. 170). The antithesis of hyperbole is understatement, which involves expressing less than what is actually meant. Keep your shining swords, for instance, otherwise the damp will dull them.

2.7. The Language of YouTube Influencers

YouTube is a social networking platform where people publish and watch different genres of videos and can interact with others by commenting, liking, and sharing their videos. Various marketing companies usually hire certain YouTube influencers or YouTubers to promote brands. YouTube influencers use YouTube to interact with their subscribers, uploading videos in which they tell personal stories 'storytelling' with the aim of awakening certain emotions in those who are already subscribers and those who are not but who could become (subscribers) after watching the video. In doing so, these YouTubers tend to get more views and, subsequently, they generate and earn money, becoming of increasing interest for companies (Sroikudrua, Punkasirikul and Tawichai, 2021).

YouTubers are means of public speaking, who have attracted wide range of acceptance and popularity. The main goal of those influencers is to present people's ideas in a form of talk that lasts around 18-minutes. What motivated the YouTube influencers to sponsor such activity is their belief in the effects of expressing ideas that induce a change in lives and attitudes (Sroikudrua, Punkasirikul

and Tawichai, 2021). They belong to different backgrounds: businesspersons, scholars, scientists, designers among experts of different fields.

3. Methodology

To understand a particular linguistic or social concept, it has to be investigated according to the context in which it appears and all the other aspects to which this linguistic concept might be related (Neama, 2025). Persuasion, for instance, cannot be studied in isolation from the social context since it represents an important type of communication, which is the non-verbal one.

The current study conducts qualitative research analysis, and as Shank (2002) states, qualitative research can be defined as “a form of systematic empirical inquiry into meaning” (p. 5). In this definition, the word systematic means organised and following certain rules and is accepted by the community of qualitative researchers. The word empirical, on the other hand, means that this form of research approach is proved by certain knowledge and experience in a way that the researchers can make sense of their own experience. Denzin and Lincoln (2011) claim that “qualitative researchers usually study things in their natural settings, attempting to make sense of, or to interpret phenomena in terms of the meanings people bring to them” (p. 3). In addition to the qualitative method of analysis, the study is based on an eclectic model that includes rhetorical Searle's (1969) classification of speech acts, Leech's (1983) theory of politeness, Leech's (1969) theory of rhetorical strategies and Lucas' (2009) persuasive strategies

4. Data Analysis

4.1. Analysis of Presentation (1)

This presentation is entitled "Why are women still taken less seriously than men?" and was presented by Mary Ann Sieghart in October 2023.

Extract (1)

"Research shows that men have six times more influence in group discussions than women. Women are twice as likely as men to say they have to provide evidence of their competence, or that people are surprised at their abilities. And women of color are much more likely than white women to say this. If you're working-class or disabled, the gap gets bigger still. Basically, the farther we are from the white, male, middle class default, the wider the authority gap is."

In addition to the rhetorical aspects, the extract has been assured to contain some pragmatic aspects such as speech acts and politeness strategies. In terms of the speech acts, the extract is found to include an expressive form of speech act, which has been stated in the expression "And women of color are much more likely than white women to say this. If you're working-class or disabled, the gap gets bigger still. Basically, the farther we are from the white, male, middle class default, the wider the authority gap is." In this expression, the speaker has expressed her contempt of the discrimination between the social class and she tried to persuade her audience that there is a gap between the social classes. She has assured that white, male middle class people are considered the better people who have the chance to lead and influentially contribute to their community. She has shown her contempt of the male-dominated society and the deprivation of women from their social, economic and cultural rights and their role as half of society.

Concerning politeness strategies, the extract is found to contain a negative form of politeness, which has been utilised in the expression ""Research shows that men have six times more influence in group discussions than women. Women are twice as likely as men to say they have to provide evidence of their competence, or that people are surprised at their abilities." This form of politeness results from the

agreement maxim in which the speaker has increased disagreement between herself and those who humiliate women, disabled people and black people and decreased agreement between herself and those who thinks that white men middle class people are better than other social classes. Negative politeness has also been employed in the expression "If you're working-class or disabled, the gap gets bigger still." This form of politeness results from the sympathy maxim in which the speaker has increased her sympathy between herself and those discriminated and mistreated people including black people, working class and disabled people and, at the same time, she has decreased her antipathy between herself and those people of different social classes.

Linguistically speaking, the above extract is believed to include some rhetorical pragmatic aspects that contribute to the formation of the linguistic meaning of the extract. From the rhetorical point of view, the extract is assured to comprise some persuasive strategies like pathos, ethos and logos. The strategy of pathos has been used when the speaker has attempted to influence her audience's emotions and feelings to make them feel of her claims, think of them and believe her. The strategy of ethos, in the same vein, has been utilised when the speaker has tried to present herself as someone who knows everything about the struggles of women and how they are deprived of their rights. She has intended to make her audience trust her and regard her as a reliable person who tries to defend the women rights. Furthermore, the strategy of logos has been employed when the speaker has presented some evidence about her claim regarding the discrimination between men and women. In fact, has attempted to persuade her audience of the allegation that men are always right, believable, everything they say or do is right, and they do not need to provide evidence of justification for it, in contrast to women who always should provide evidence and must prove themselves right and competent.

Besides the persuasive strategies, the extract is seen to cover some rhetorical aspects such as hyperbole, which has been employed in the expression "men have six times more influence in group discussions than women. Women are twice as likely as men to say they have to provide evidence of their competence, or that people are surprised at their abilities." In this expression, however, the presenter has exaggerated her description of the social gap between men and women. She has stated that men regard themselves as better influential six times than women and women are required to present evidence for everything they say twice than men. That is to say, women are humiliated and seen as weak, incompetent, disable and uninfluential members of their community.

Extract (2)

"Obviously I'd like to do something about this, but what's in it for men? Well, one of the most encouraging things I found while researching the authority gap was that narrowing the gap isn't like a seesaw, in which as women rise, men just automatically fall."

Concerning the pragmatic aspects, the extract is assured to include some forms of speech acts and politeness strategies. In terms of speech acts, the extract is realised to contain commissive and representative forms of speech acts. The commissive form of speech act has been used in the expression "Obviously I'd like to do something about this, but what's in it for men?" in this expression, the speaker has thought of changing the situation and eliminating the social gap between men and women. She has given her audience her word of finding a solution to the problem of social discrimination and humiliation of lower social classes. Representative form of speech act, on the other hand, has been employed in the expression "found while researching the authority gap was that narrowing the gap isn't like a seesaw, in which as women rise, men just automatically fall." In this

expression, the speaker has stated that men and women are not like the parts of the seesaw where one of them rises and the other falls. In fact, she has not thought of persuading her audience that she has no problem with the rise of men, but her problem was with the fall of women. In other words, she has intended to persuade her audience that there must be some sort of social, cultural and economic equality between all the people of each community and there must not be someone who is better than others in everything and every chance of their lives.

The extract, additionally, is noticed to contain some forms of politeness strategies. The expression "Obviously I'd like to do something about this, but what's in it for men?" is noticed to cover a negative form of politeness. Such a form of politeness results from the generosity maxim in which the speaker has maximised self-benefit and minimised self-cost. That is to say, she has tried to find something to make the world a better place for herself as a women and other women around the world. She has also thought of helping women to get their rights and get rid of the humiliation and deprivation they used to face. Negative politeness has also been utilised in the expression "I found while researching the authority gap was that narrowing the gap isn't like a seesaw, in which as women rise, men just automatically fall." This form of politeness results from the agreement maxim in which the speaker has increased disagreement between herself and others who believe that she wants to make men fall and decreased her agreement with them. It means that she has rejected the belief that she wants women to rise and men to fall, but she wants to get some equality for all people regardless of their gender, colour, origin or identity. The extract, moreover, is assured to encompass a positive form of politeness, which has been represented in the expression "I found while researching the authority gap was that narrowing the gap isn't like a seesaw, in which as women rise, men just automatically

fall." Such a form of politeness results from the tact maxim in which the speaker has increased others' benefits and decreased their cost. This means that she has tried to find something, which would be useful for every person, and to eliminate all the differences and discriminations between all the social classes of every community; to eliminate even the idea of social classes and make people live and thrive equally.

Linguistically speaking, the above extract is believed to cover some rhetorical pragmatic aspects that formulate the linguistic meaning of the extract. As far as the rhetorical aspects are concerned, the extract is noticed to comprise specific persuasive strategies such as pathos, ethos and logos. The strategy of pathos has been used when the speaker has tried to affect her audience's emotions and feelings to persuade them that they must act and do something to narrow the social gap between men and women; between white and competent men and other social classes including black people, the disabled and the incompetent ones. The strategy of ethos, in the same vein, has been utilised when the speaker has presented herself as the first one to act and try to eliminate the gap between the social classes of her community. She has tried to persuade her audience to make them believe her and trust her claims regarding the discrimination of women and lower class people who have not been given the chance to take their part of their community. Furthermore, the strategy of logos has been employed when the presenter has told her audience that the social gap between men and women was not a seesaw, which can be taken as evidence via which she has intended to persuade her audience of her knowledge and experience to make them believe her.

Besides the persuasive strategies, the extract is seen to comprise some rhetorical strategies like simile, which has been employed in the expression "I found while researching the authority gap was that narrowing the gap isn't like a seesaw, in which as women rise, men just

automatically fall." In this expression, the speaker has compared the social gap between men and women to a seesaw in which someone rise and another one falls. That is to say, the speaker has thought of persuading her audience that she does not want to make men fall and women rise, but she want to make some sort of equality between men and women. She has meant that everyone must have the chance to lead, get the appropriate career and contribute to his or her community.

4.2. Analysis of Presentation (2)

This presentation is entitled "How to disagree with respect — not hate" and was presented by Spencer J. Cox in April 2024.

Extract (1)

"In his inaugural address, he talked about the peaceful transfer of power, something he described as "the simple magic of the commonplace routine, which makes it a near miracle to many of the world's inhabitants." He then went on to utter an iconic phrase that would be repeated by politicians for decades to come. "Freedom is a fragile thing," he said, "And it's never more than one generation away from extinction."

The pragmatic aspects that are believed to exist in the extract include speech acts and politeness strategies. In terms of speech acts, the extract is assured to cover a representative form of speech act, which has been employed in the expression "Freedom is a fragile thing," he said, "And it's never more than one generation away from extinction." In this expression, the speaker has assumed that freedom is not a concrete concept, but it is a fragile thing that may extinct and may never last. The speaker is seen to agree with those who believe that nothing can be eternal and everything may change or disappear. By assuming that, the speaker has tried to persuade his audience to accept any disagreement with others and take it easy since things can always change and everything is expected.

Besides that, the extract is noticed to cover some types of politeness strategies. The expression "the peaceful transfer of power, something he described as "the simple magic of the commonplace routine" is believed to include a positive type of politeness which results from the approbation maxim in which the speaker has increased the benefit of those people who accept and like the peaceful transfer of power and decreased their cost. This form of politeness also results from the agreement maxim in which the speaker has increased his agreement with those people who transfer power peacefully and decreased his disagreement with them.

The above extract is assured to comprise some rhetorical pragmatic aspects that contribute to the formation of the linguistic meaning of the extract. In terms of the rhetorical aspects, the extract is seen to contain some persuasive strategies such as pathos, ethos and logos. The speaker has appealed to the strategy of logos when he has attempted to influence his audience's feelings and emotions by telling them that human can disagree but still have respect for each other with no hate. The speaker has also utilised the strategy ethos when he has presented himself as someone who is sure of the issue he is talking about. He has tried to persuade his audience that they have to believe his claims and regard his justifications reasonable. Furthermore, the speaker has used the strategy of logos when he has presented some evidence to prove his claims regarding the disagreement without hate. By using these persuasive strategies, the speaker has intended to influence his audience and persuade them that they can disagree with other people on certain things and still have love and respect for each other, they do not need to hate each other.

The extract, moreover, is believed to comprise some rhetorical strategies like metaphor, which has been employed in the expression "Freedom is a fragile thing," he said, "And it's never more

than one generation away from extinction." This expression, however, metaphorically means that the speaker thinks that freedom is not a true concept and it might extinct sooner or later. That is to say, the speaker has tried to convince his audience that freedom does not always come true and people can always disagree on one thing or another. The disagreement cannot always be the reason for hatred and there must be some respect and appreciation for each other.

Extract (2)

"It was my duty to certify the votes of the electors for the presidential election. While the meeting to do so was open to the public, it was so commonplace and routine that no one ever showed up. As I walked into the room, I was stunned to see dozens of angry protesters screaming that the election had been stolen and demanding that we violate state law and change the votes of the electors."

The extract, moreover is assured to include some pragmatic aspects such as speech acts and politeness strategies. In terms of speech acts, the extract is noticed to encompass a declarative form of speech act, which has been employed in the expression "It was my duty to certify the votes of the electors for the presidential election." In this expression, the speaker has been found to certify the votes of the election. That is to say, the speaker's role is to certify the voters' votes and obtain the results of the election. The extract, moreover, is seen to contain an expressive form of speech act, which has been used in the expression "I was stunned to see dozens of angry protesters screaming that the election had been stolen and demanding that we violate state law and change the votes of the electors." In this expression, the speaker has expressed his surprise and astonishment regarding the people's reaction to the elections. The speaker has expressed his disagreement with those protestors since the election has been open to the public and everyone can believe its results and cannot reject them.

Regarding the politeness strategies, the extract is found to include a negative form of politeness, which has been stated in the expression "I was stunned to see dozens of angry protesters screaming that the election had been stolen and demanding that we violate state law and change the votes of the electors." This form of politeness results from the agreement maxim in which the speaker has increased disagreement between himself and the angry protestors and has decreased his agreement. That is to say, the speaker has shown his disagreement and rejection of people's opinions and beliefs regarding the elections and laws.

The above extract is seen to cover some rhetorical pragmatic aspects that contribute to the construction of the linguistic meaning of the extract. Rhetorically speaking, the extract is noticed to include some persuasive strategies like pathos, ethos and logos. The speaker has appealed to the strategy of pathos when he has tried to influence his audience's emotions and feelings by telling them the story of election. The speaker has also appealed to the strategy of ethos by assuming that he knows some situations that would prove his claim regarding the extent of disagreement people can reach to. That is to say, he has tried to persuade his audience of his allegations and make them trust his justification for such claims. The speaker, furthermore, has appealed to the strategy of logos when he has presented the news of the election and the extent to which common people can disagree with any politician and cannot take their promises as real and trustworthy.

Besides the persuasive strategies, the extract is assured to comprise some rhetorical strategies like overstatement, which has been used in the expression "I was stunned to see dozens of angry protesters screaming that the election had been stolen". In this expression, the speaker is believed to use some form of exaggeration when he described the protestors who act angrily against the

government. By mentioning the protestors' disagreement with the government's elections, the speaker has intended to persuade his audience of the claim that disagreement can always happen and people usually disagree on everything even things that they know for sure of things that they have agreed on before.

5. Conclusion

After analysing the selected data, it has been found that YouTube influencers use various types of speech acts such as representatives, directives, commissives, expressives and declaratives. They also use negative and positive forms of politeness. These forms of politeness result from the tact, generosity, approbation, modesty, agreement and sympathy maxims. Besides that, they employ three types of persuasive strategies, which include pathos, ethos and logos. They, moreover, employ these strategies in their attempt to persuade their audience. They intend to convince their listeners to believe certain allegations and accept some justifications. Finally, they use different rhetorical strategies such as simile, metaphor, hyperbole and understatement.

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