
Persuasiveness of Language in Climate Change Speeches

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ABSTRACT: This study seeks to discover persuasive strategies used to communicate or address certain issues that are addressed during a speech, specifically climate change speeches. The speeches that were used in this study were recorded videos of Yeb Sano, Barack Obama, and Gina Lopez that were uploaded on the internet. By examining those videos thoroughly, we dissected every part using the framework of analysis by Bitzer (1992) which composes the key elements of classical theoretical tradition including The Five Canons of Rhetoric, Ethos, Pathos, Logos, Figure of speech, and Oratory. After analyzing it using this tool, we concluded that more technicalities come with writing an effective speech. Using all those analysis frameworks and techniques we have discovered that a lot of aspects come into play in creating a persuasive speech. Using the Framework of Analysis by Lloyd F. Bitzer we have delved into the realm where persuasiveness of language that are manifested through the following parameters; first is the classical rhetorical tradition which consists of the five cannons of rhetoric and a few more which are discussed individually in the following chapters below. We also opted to use Colaizzi's method of data analysis to explore the array of different responses of commenters from those recorded videos. Using the thematic patterning of Colaizzi, the following findings were aspects of the effectiveness of speech were highlighted, we found Seven factors that contribute to the effectiveness of a persuasive speech. With the help of the same patterning, we have also discovered four factors that contribute to or make the speech to be ineffective. Now we want this study to be helpful to some individuals who struggle to make their audience immersed or engaged when listening to their speeches.

KEYWORDS: Climate Change, Figure of Speech, Persuasive Language, Environmental Speech

1. INTRODUCTION

Climate change is often portrayed as quite possibly one of the greatest challenges we face today. Scientists agree in large part that anthropogenic climate change is real, that it is already taking place, and that its effects can be severe. However, educating the general public about climate change and its effects has proven to be challenging; it is perhaps due to a lot of aspects such as the audience, context, techniques and many more that could either make or break a speech. Speeches are powerful tools for expressing thoughts to a huge number of people. Speech is so familiar a feature of daily life that we rarely pause to define it. It seems as natural to man as walking, and only less so than breathing Sapir (1921).

There have been several studies on climate change communication, and several obstacles have been identified: First, climate change is a complicated subject that necessitates more in-depth knowledge to comprehend how human activity is causing climate change and how it affects us Pongiglione (2012). Second, the debate over climate change has been misrepresented in the media. Even though the majority of scientists agree that climate change is real, both sides of the debate have received equal attention. This has prompted more disarray and has given deniers space to influence environmental change and governmental issues Boykoff (2007).

By considering the right persuasive techniques in speeches, we may be able to contemplate our audience, purpose, and delivery style which can greatly impact the effectiveness of our speech. Are we going to use humor, storytelling, visual aids, or other techniques to engage your audience? You need to choose the right delivery style based on your strengths and weaknesses. However, it tackles a much broader scope while our study only aspires to discuss the importance of persuasiveness in speeches about climate change.

Above all, in topics such as Climate Change which is a hot and critical topic nowadays the element of persuasion proves to be a much-needed factor in order to really connect to the target audience, a specific type of speech namely Persuasive Speech is required to deliver the message efficiently and to move the audience about this critical topic. For many public speeches, the specific purpose is to convince the audience of a particular opinion or claim or to convince them to take some action in response to the speech. When your intention is to affect change in your audience (not just the acquisition of knowledge) then you are delivering a persuasive speech Leon, M. (2023).

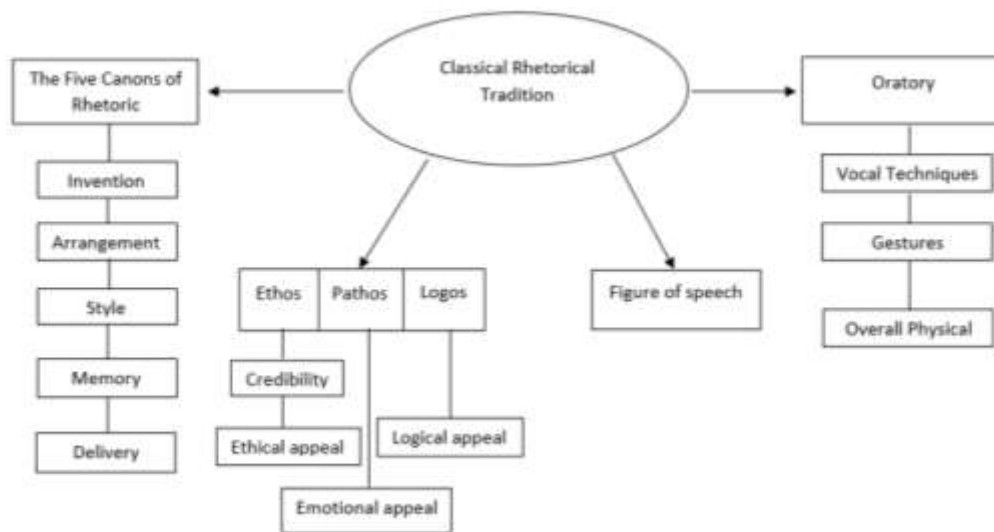


Figure 1. Framework of Analysis Lloyd F. Bitzer (1992)

Lloyd F. Bitzer (1992) argues that the circumstances in which rhetorical discourse occurs are important. He defines these circumstances as a “rhetorical situation”. This topic has often been neglected by theorists or treated indirectly such as Aristotle does when he claims that different situations require different types of texts. Bitzer (1992, 1-2) claims that all who study rhetorical discourse should consider the rhetorical situation because rhetorical discourse is created by and depends upon the rhetorical situation. This study will be using the classical rhetorical tradition which refers to the study and practice of rhetoric in ancient Greece and Rome. The classical rhetorical tradition has had a significant influence on Western rhetoric, public speaking, and persuasive communication. The key elements of the classical rhetorical tradition include, as seen in Figure 1, highlighted is the framework of analysis that is composed of five elements.

2. RESEARCH OBJECTIVES

This study aims to examine the persuasive techniques used in speeches about climate change. Specifically, the following questions would lead the researcher to the following explorations:

- 1.) To identify persuasive language used in the materials.
- 2.) To determine the persuasive techniques used in climate change speeches.
- 3.) To identify how speeches, influence the target audience in content and context dimension.

3. METHODOLOGY

3.1 Research Design

This study is a qualitative research that employs a naturalistic method to contextualized analysis, comprehend events, context-specific settings, such as a "real-world setting in which the researcher does not attempt to manipulate the phenomenon of interest" Patton (2001, p. 39). In general, qualitative research is defined as "any type of research that yields results that are not obtained through statistical analysis" the kind of research that produces findings arrived from real-world settings where the "phenomenon of interest unfold naturally" (Patton, 2001, p. 39). In contrast, quantitative researchers who seek causal determination, prediction, and generalization of findings seek determination, prediction, and generalization of findings instead of illumination, comprehension, and generalization to comparable situations (Hoepfl, 1997).

3.2 Research Corpora

The materials that have been used in this study are recorded videos and transcribed from the internet which are relevant to the study or to the outcome that aimed to be achieved. In this particular research topic, we used online data to watch and listen to videos of climate change to analyze or examine those different speeches. We figured this would be the most efficient way for us because we observed the persuasiveness level in each of those recorded speeches.

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Table 1: Research Corpora Profiling

Climate Change Speech	Date	Speaker	Topic/Theme
Recorded Video	Nov 12, 2013	Yeb Sano	<ul style="list-style-type: none"> The devastation caused by Super Typhoon Haiyan in the Philippines. Speech at the United Nations Climate Change Conference in Warsaw, Poland.
Recorded Video	Nov 30, 2015	Barack Obama	<ul style="list-style-type: none"> Fighting Climate Change and Economic Growth Must Go Hand in Hand
Recorded video	Nov 18, 2016	Gina Lopez	<ul style="list-style-type: none"> Fighting Climate Change and Economic Growth Must Go Hand in Hand COP21: UN Paris Climate Change Conference 2015

4. FINDINGS AND DISCUSSION

A. Persuasive language used

Using the Classical Rhetorical Tradition Framework, we have dissected each speech into parts particularly Five Canons of Rhetoric. We have also provided responses from the online commenters to prove the presence of these elements.

Classical Rhetorical Tradition

Table 2. Five Canons

Speaker	Five Canons of Rhetoric				
	Invention	Arrangement	Style	Memory	Delivery
<u>Yeb Sano</u>	✓	✓	✓	✓	✓
Barack Obama	✓	✓	✓	✓	✓
Gina Lopez	✓	✓	✓	✓	✓

Invention (Developing persuasive arguments). Enos (1996) stated that the classical art of invention gives methods for addressing many of the basic decisions involved in crafting convincing arguments on public problems. It also provides methods for critiquing the composition's outcomes since the writing process itself supplies the concepts required for the development of reading art.

• Yeb Sano

Sano began his speech by sharing his connection to the devastating impacts of climate change. He mentioned that his own family and community had been directly affected by Super Typhoon Haiyan, one of the strongest typhoons ever recorded. By highlighting his personal experience, Sano aimed to evoke empathy and make the issues of climate change more relatable to the audience.

“Super Typhoon Haiyan made landfall in my family’s hometown and the devastation is staggering. I struggle to find words even for the images that we see from the news coverage. I struggle to find words to describe how I feel about the losses and damages we have suffered from this cataclysm.

Up to this hour, I agonize while waiting for word as to the fate of my very own relatives. What gives me renewed strength and great relief was when my brother succeeded in communicating with us that he has survived the onslaught. In the last two days, he has been gathering bodies of the dead with his own two hands. He is hungry and weary as food supplies find it difficult to arrive in the hardest hit areas.”

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- Barack Obama

Barack Obama's speech at the GOP 21 conference in Paris showcased his ability to deliver persuasive arguments on pressing global issues. Through his powerful rhetoric and well-reasoned arguments, he addressed climate change, advocated for multilateralism, promoted inclusive economic growth, and emphasized the significance of democracy and human rights. By combining facts, personal anecdotes, and a compelling vision for the future, Obama aimed to inspire action and foster a sense of shared responsibility among nations, urging them to work together for a better world.

"Nearly 200 nations have assembled here this week -- a declaration that for all the challenges we face, the growing threat of climate change could define the contours of this century more dramatically than any other. What should give us hope that this is a turning point, that this is the moment we finally determined we would save our planet, is the fact that our nations share a sense of urgency about this challenge and a growing realization that it is within our power to do something about it."

- Gina Lopez

"It's all about love, and what I'd like to do with the money, the psychology money, which in the Philippines is not a small amount, is kick us a few other islands, and I'm and we will let you visit these islands."

The speaker proposes a specific action plan, using the funds to support additional islands, thereby implying that supporting their cause is a tangible way to make a positive impact.

"So the fact of psychology going mangroves is just an excellent, excellent direction."

The speaker expresses approval and support for Seacology's initiative, indicating that their approach, particularly focusing on mangroves, is commendable.

Arrangement (Organizing arguments effectively). As explained by Chase et al., (2013) the value of ideas might change depending on their presenting sequence and each argument's recall value. Lopez arranges her main points in a logical progression that builds upon each other. She presented her speech in a way that led the audience from the most straightforward and relatable points to the more complex or abstract ones that helped the audience understand and accept her claims.

- Yeb Saño

His arguments effectively by combining personal stories, evidence, emotional appeal, and a clear structure. These elements helped him engage the audience, convey his message persuasively, and inspire action on the issue of climate change.

- Barack Obama

Obama's speech has several of the qualities stated in section 2.4.1 can be found in Obama's speech's prologue. He begins his address by recognizing the following people for their contributions to the conference's preparation and hosting:

15. President Hollande, Mr. Secretary General, and fellow leaders. We have come to Paris to show our resolve (O, P1). We offer our condolences to the people of France for the barbaric attacks on this beautiful city. We stand united in solidarity not only to deliver justice to the terrorist network responsible for those attacks but to protect our people and uphold the enduring values that keep us strong and keep us free (...). (O, P2).

Obama follows by expressing his sympathy to the French people, who had just experienced a terrorist attack before this meeting. Obama presents himself in this way as a kind individual, but these virtues do not apply to him alone. Obama makes it clear that he is speaking on behalf of the United States by using the word "we," and he also utilizes the prologue to outline the American way of life. Obama also establishes a connection with the audience in the prologue by making it very evident that both the USA and the audience share the same beliefs. There are two cases of this in his speech. First, he reminds the audience that the goal of the gathering is to reach an agreement on how to fight climate change. He said that although "climate change" poses a threat to our way of life and will have a significant impact in the future, people may take action to address the issue.

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"16. Nearly 200 nations have assembled here this week -- a declaration that for all the challenges we face, the growing threat of climate change could define the contours of this century more dramatically than any other (...). (O, P3)"

17. So our task here in Paris is to turn these achievements into an enduring framework for human progress -- not a stopgap solution, but a long-term strategy that gives the world confidence in a low-carbon future. (O, P13)

Obama next provides some examples to back up his explanation of climate change (see the comments below on the artistic proofs). Example 17 is the second narrative that describes the type of agreement that the leaders at COP21 must reach. Obama outlines what, in his opinion, ought to be the key component of the agreement:

- Gina Lopez

The speech is effectively structured, with a clear introduction, well-defined supporting points, relevant examples, and a compelling conclusion. The speaker employs smooth transitions to guide the audience through the various aspects of her message. These are some lines that implies the structure of her speech from introduction down to conclusion:

Introduction

"Together we are pleased to present the 2017 Seacology Prize to Gina Lopez of the Philippines."

"What I'd like to do today in my acceptance speech is to share with you the learnings I've had..."

The speaker provided Supporting Examples,

"And when I was standing there in immigration, I think my heart was asking, so what do we do? You know, when there's so much, yeah, when there's all this evil..."

"I'm going to show you some very few slides of how I how it has worked..."

As well as Connection to Audience,

"And that's very, very powerful. And even in the midst of what happened in Las Vegas and nine 11 or whatever, I do feel that that sentiment and that no, it's more than sentiment that that force of love is what's going to connect all of us and the planet and we will win we will win."

The speaker also provided a Call to Action,

"And what I'd like to do with the money, the psychology money, which in the Philippines is not a small amount, is kick us a few other islands..."

"I'm really happy that Duane is going to visit, he's going to be in Anilao, and the area where Duane is actually the center of the center of marine biodiversity in the planet."

And lastly her Conclusion,

"So lastly, over and about the love bit, I also want to let you be aware that in your efforts to save the islands, you're doing much, much more than just helping people there..."

Style (crafting persuasive language and delivery) Lares et al., (2021) stated that style refers to the words you use and the delivery of your message. Style entails thinking about your voice tone and tempo, body language, images, and other "evidence" that supports your argument in addition to word choice, sentence structure, and the use of figures of speech.

- Yeb Sano

Sano appealed to the moral conscience of the audience by emphasizing the responsibility of the international community to take action on climate change. He framed the issue as a matter of justice, particularly for vulnerable nations like the Philippines that bear the brunt of climate impacts despite contributing least to global emissions. This moral appeal resonated with many listeners and helped to galvanize support for action.

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"To anyone who continues to deny the reality that is climate change, I dare you to get off your ivory tower and away from the comfort of your armchair. I dare you to go to the islands of the Pacific, the islands of the Caribbean, and the islands of the Indian Ocean and see the impacts of rising sea levels; to the mountainous regions of the Himalayas and the Andes to see communities confronting glacial floods, to the Arctic where communities grapple with the fast dwindling polar ice caps, to the large deltas of the Mekong, the Ganges, the Amazon, and the Nile where lives and livelihoods are drowned, to the hills of Central America that confront similar monstrous hurricanes, to the vast savannas of Africa where climate change has likewise become a matter of life and death as food and water becomes scarce. Not to forget the massive hurricanes in the Gulf of Mexico and the eastern seaboard of North America. And if that is not enough, you may want to pay a visit to the Philippines right now."

- Barack Obama

Obama's speeches used the language that emphasizes the collective effort needed to address climate change, urging various sectors to actively participate. It also highlights the moral imperative to consider the injustice faced by the most vulnerable populations and calls for a commitment to ensuring their well-being. The language aims to appeal to the audience's sense of responsibility and shared humanity, persuading them to take action and prioritize the needs of those affected by climate change.

- Gina Lopez

"Love, as I perceive it, is not merely a sentiment but a powerful force—a force that can shape the destiny of nations and connect people from all walks of life."

The speaker uses vivid and emotive language to characterize love as a dynamic force capable of shaping the destiny of nations. The choice of words, such as "powerful force" and "shape the destiny," is persuasive and engages the audience emotionally, reinforcing the speaker's central message about the transformative nature of love.

*"I'm really happy that Duane is going to visit, he's going to be in Anilao, and the area where Duane is actually the center of the center of marine biodiversity in the planet."
"Let me be frank: the responsibility does not rest solely on the shoulders of governments. It is a collective effort that requires the engagement of every sector of society. It requires the active participation of businesses, who must embrace sustainable practices and invest in green technologies. It requires the dedication of civil society organizations, who play a crucial role in raising awareness and mobilizing communities. And it requires the commitment of each and every one of us as individuals, who have the power to make conscious choices that reduce our carbon footprint. We must also recognize the profound injustice that underlies the climate crisis. The impacts of climate change are not felt equally. It is the most vulnerable among us – the poor, the marginalized, and the disadvantaged – who bear the brunt of its consequences. As we strive for a sustainable future, we must ensure that no one is left behind. We must address the needs of those who are most affected, providing support and resources to help them adapt and thrive."*

The speaker employs a conversational and upbeat tone, expressing personal happiness and excitement about Duane's visit. This style helps to connect with the audience on a more personal level, making the message more relatable and persuasive. The use of specific details, such as "center of the center of marine biodiversity," adds credibility and emphasizes the importance of the cause.

Memory (aiding recall of important points). Lares et al., (2021) also stated that memory is important for rhetorical preservation. It relates to all techniques and strategies for maintaining one's rhetoric.

- Yeb Sano

Yeb Sano's speech was a heartfelt plea for immediate action on climate change, drawing attention to the human cost of inaction and urging world leaders to prioritize the well-being of people and the planet.

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"We call on this COP to pursue work until the most meaningful outcome is in sight.

Until concrete pledges have been made to ensure mobilization of resources for the Green Climate Fund.

Until the promise of the establishment of a loss and damage mechanism has been fulfilled; until there is assurance on finance for adaptation; until concrete pathways for reaching the committed 100 billion dollars have been made; until we see real ambition on stabilizing greenhouse gas concentrations. We must put the money where our mouths are"

- Barack Obama

Obama recalling the important points, we can grasp the essence of Obama's speech and his persuasive arguments for addressing climate change.

"Let us take a moment to reflect on the key points that have been at the heart of our discussion today. First and foremost, we have reaffirmed that climate change is an urgent global challenge that demands immediate action. The scientific evidence is clear, and the consequences of inaction are dire. We must rally together, set aside our differences, and work collaboratively to mitigate the impacts of climate change and secure a sustainable future for generations to come."

- Gina Lopez

By recounting a specific example from the Yolanda area and connecting it to the commitment to values, the speaker provides a vivid and memorable illustration of how love in action, coupled with clear values, leads to successful outcomes. This storytelling technique aids in memory recall of the key message.

"I have no doubt about it. Look at this. This is in the Yolanda area, where we had the worst storm surge in the history of the planet. I put in 1.7 million and we did the same thing, we asked them to commit to values, and in less than a year they did double whatever we put in."

Delivery (effectively presenting the speech). Additionally, Lares et al., (2021) stated also that the way you offer your narrative, argument, or statement is known as delivery. Where, when, and how something is conveyed are all relevant. Delivery is accompanied by a variety of significant components. Your argument must be presented in the appropriate setting, with the appropriate body language and voice tone, at the appropriate moment.

- Yeb Sano

Sano began his speech by sharing a deeply personal story about the devastation caused by Typhoon Haiyan in the Philippines, his home country. By connecting the issue of climate change to his own experiences and the suffering of his people, he immediately captured the audience's attention and empathy.

Emotional Appeal: Sano's speech was filled with genuine emotion, as he expressed his grief and frustration over the lack of progress on climate action. His raw and heartfelt delivery resonated with the audience and conveyed the urgency and seriousness of the situation. His tears during the speech further emphasized the human impact of climate change.

Authenticity: Sano's speech was authentic and unscripted, which made it feel more genuine and relatable. He spoke from the heart, expressing his convictions and frustrations without relying on polished rhetoric. This authenticity helped to establish a strong connection with the audience.

Use of Metaphors: Sano effectively used metaphors to make his points more vivid and memorable. For example, he compared the impact of Typhoon Haiyan to a monster, emphasizing the destructive power of climate change. Metaphors can be powerful tools in speeches as they can evoke strong mental imagery and create a lasting impact.

Call to Action: Sano concluded his speech with a powerful call to action, announcing that he would go on a voluntary fast until a meaningful outcome was achieved at the conference. This self-sacrificial act added a sense of urgency and dedication to his message and inspired others to take action as well.

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- Barack Obama

In Obama's speech, in this section effective presentation techniques are employed to engage the audience and deliver the message persuasively. The language used is clear, concise, and evocative. The speaker establishes a sense of urgency and emphasizes the need for collective action. They acknowledge the diverse roles different sectors play in combating climate change and appeal to individual responsibility. Additionally, the mention of injustice and the duty to support the vulnerable adds an emotional and ethical dimension to the speech, further resonating with the audience.

"Ladies and gentlemen, distinguished delegates, and esteemed guests,

Today, I stand before you not just as the representative of the United States, but as a concerned citizen of this fragile planet we all call home. Our gathering here in Paris is not merely an occasion for discussion; it is a pivotal moment in history—a moment that demands our unwavering commitment and decisive action...But as we forge ahead, we must remember the profound injustice that lies at the heart of the climate crisis. The most vulnerable among us—the poor, the marginalized, the disadvantaged—bear the heaviest burden. It is our duty to ensure that no one is left behind in this endeavor. We must address their needs, providing support and resources to help them adapt and thrive. Only then can we

- Gina Lopez

"I stand before you today deeply honored and grateful to receive the 2017 Seacology Prize. It is with immense pleasure that I express my gratitude to Seacology for this prestigious award and commend them for their remarkable work over the past 26 years in supporting the well-being of our islands."

In this statement, the speaker demonstrates a confident and appreciative tone. The use of formal language, proper pacing, and clear enunciation contributes to an effective delivery, capturing the audience's attention and conveying a sense of gratitude

Table 3. Ethos, Pathos, Logos

	Credibility	Ethical Appeal	Emotional Appeal	Logical Appeal
Gina Lopez	✓	✓	✓	✓
Yeb Sano	✓	✓	✓	✓
Barack Obama	✓	✓	✓	✓

b1. Ethos. According to DEMİRDÖĞEN*(2010), he stated that ethos refers to the persona the speaker wants to project, and was the first component of his theory of persuasion. It might be characterized by the speaker's credibility and charm. Aristotle also claimed that in addition to a person's character, a persuasive speaker's creative arguments, reputation, and image combined to form charisma or ethos.

- Yeb Sano

Yeb Sano, demonstrated the credibility of his speech, he employed a personal and heartfelt approach. He spoke as a representative of his country, which had experienced the devastating impact of climate change firsthand. His family's hometown was directly affected by Typhoon Haiyan, making his appeal more personal and relatable. By sharing his connection and emotions, Sano aimed to convey the urgency and gravity of the situation. He sought to impress upon the international community the immediate need for action to mitigate climate change and to support vulnerable countries like the Philippines in adapting to its effects. While Sano's speech resonated with many and garnered significant media attention, it's important to note that the credibility of his speech lay

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primarily in the authenticity of his emotions and personal experiences rather than in providing scientific evidence or data. He aimed to inspire compassion and a sense of moral responsibility among world leaders rather than to present a detailed scientific argument.

- Barack Obama

Obama uses the prologue, as was already indicated, to introduce himself and the American way of life. Later in his speech, he continues to use ethos to support his arguments:

"18. I've come here personally, as the leader of the world's largest economy and the second-largest emitter, to say that the United States of America not only recognizes our role in creating this problem, we embrace our responsibility to do something about it. (O, P7)

In example 18, Obama uses appeals to ethos by demonstrating humility and acknowledging that the United States, the second-largest polluter in the world, has contributed to this issue and as a result has a significant obligation to combat climate change. It's entertaining how the phrase "second largest polluter" is used. Although it is true that China currently emits the most greenhouse gases, if we look at pollution per person, the USA comes before China Boykoff (2012).

- Gina Lopez

"I come from a business family, so of course I believe in business."

The speaker establishes credibility (ethos) by mentioning their background in a business family, implying a firsthand understanding of business principles.

b2. Pathos. DEMİRDÖĞEN* (2010) also explained that pathos was the tone or mood of the discourse that tapped into the audience's emotions or will. Pathos arguments by Aristotle relied on the emotions of the audience and were psychological appeals.

Emotional Appeal

- Yeb Sano

Saño's emotional appeal was aimed at urging the international community to take immediate and decisive action to address climate change. He expressed frustration and disappointment at the slow progress in the negotiations, and he called on world leaders to act with the urgency that the situation demanded. By sharing his personal experiences and connecting them to the larger issue of climate change, Saño effectively appealed to the emotions of the audience. His speech helped to humanize the impacts of climate change and highlight the need for immediate action to prevent further devastation.

"Disasters are never natural. They are the intersection of factors other than physical. They are the accumulation of the constant breach of economic, social, and environmental thresholds. Most of the time disasters is a result of inequity and the poorest people of the world are at the greatest risk because of their vulnerability and decades of development, which I must assert is connected to the kind of pursuit of economic growth that dominates the world; the same kind of pursuit of so-called economic growth and unsustainable consumption that has altered the climate system.

Now, if you will allow me, to speak on a more personal note.

Super Typhoon Haiyan made landfall in my family's hometown and the devastation is staggering. I struggle to find words even for the images that we see from the news coverage. I struggle to find words to describe how I feel about the losses and damages we have suffered from this cataclysm."

By describing any way of communicating the feelings we want to feel, an argument for pathos can be established either by describing something that we can identify with or by creating a response in our audience (Bakken, 2009, 41).

- Barack Obama

Obama describes how the effects of climate change affect us in example 19. He alludes When he discusses the

"This summer, I saw the effects of climate change firsthand in our northernmost state, Alaska, where the sea is already swallowing villages and eroding shorelines; where permafrost thaws and the tundra burns; where glaciers are melting at a pace unprecedented in modern times. (O, P5)"

"The atmosphere and ocean has warmed, the amounts of snow and ice have diminished and sea level has risen (IPCC 2014, 2)"

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effects of climate change, he refers to the IPCC's Synthesis Report (2014). The picture he paints is, however, a lot more vivid than the representations provided by the IPCC in instance 20:

"This summer, I saw the effects of climate change firsthand in our northernmost state, Alaska, where the sea is already swallowing villages and eroding shorelines; where permafrost thaws and the tundra burns; where glaciers are melting at a pace unprecedented in modern times. (O, P5)"

"The atmosphere and ocean has warmed, the amounts of snow and ice have diminished and sea level has risen (IPCC 2014, 2)"

Obama paints a more vivid picture of how climate change affects us through emotive figures. Personification and antithesis are two examples of the figures employed in the aforementioned example. They are both bolded and italicized. These illustrations are also utilized to provide visual appeal to the speech

- Gina Lopez

"I felt that it's such a powerful, powerful force and I feel that that force, the ability of that force is the ability to connect like all of you here."

The speaker appeals to emotions (pathos) by describing the powerful force of love and its ability to connect people, creating a sense of unity and shared purpose.

b3. Logos. The speaker was making a logos argument, which was an appeal to reason or intelligence. Aristotle suggested using syllogistic arguments to persuade others (enthymemes) where the audience already accepted the central thesis as stated by DEMİRDÖĞEN* (2010).

Logical Appeal.

- Yeb Sano

Yeb Sano has provided data and statistics about the result of the previous super typhoon that hit the Philippines.

"The initial assessment show that Haiyan left a wake of massive devastation that is unprecedented, unthinkable and horrific, affecting 2/3 of the Philippines, with about half a million people now rendered homeless, and with scenes reminiscent of the aftermath of a tsunami, with a vast wasteland of mud and debris and dead bodies"

"According to satellite estimates, the US National Oceanic and Atmospheric Administration also estimated that Haiyan achieved a minimum pressure between around 860 mbar (hPa; 25.34 inHg) and the Joint Typhoon Warning Center estimated Haiyan to have attained one-minute sustained winds of 315 km/h (195 mph) and gusts up to 378 km/h (235 mph) making it the strongest typhoon in modern recorded history."

- Barack Obama

Obama's logical appeal is employed to present a reasoned argument for collective action on climate change. The speaker highlights that the responsibility lies not only with governments but with every sector of society. By involving businesses, they argue that embracing sustainable practices and investing in green technologies will not only address the environmental issue but also create economic opportunities and foster innovation.

The speaker then moves on to emphasize the role of civil society organizations, portraying them as instrumental in raising awareness and mobilizing communities. They make a logical connection between the efforts of these organizations and the inspiration they can provide to others, reinforcing the idea that collective action can lead to significant change.

"The responsibility to act lies not solely with governments, but with every sector of society. We must all engage in a collective effort to combat climate change. Businesses, as engines of economic growth, have a vital role to play. Embracing sustainable practices and investing in green technologies will not only reduce carbon emissions but also create new opportunities and spur innovation."

Civil society organizations, too, are key agents of change. Their dedication to raising awareness and mobilizing communities can amplify our efforts and inspire others to take action. And let us not forget the power of individual responsibility. Each and every one of us has the ability to make conscious choices that reduce our carbon footprint. It is in these choices that we can create a groundswell of change."

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Lastly, the speaker appeals to individual responsibility, underscoring the logical fact that each person can make conscious choices that reduce their carbon footprint. By highlighting the cumulative impact of individual actions, the speech presents a logical argument for the audience to actively participate in addressing climate change.

Overall, through logical appeals, the speech establishes a coherent line of reasoning, outlining the roles and responsibilities of different sectors and individuals in combating climate change. According to Dlugan (2010), these three arguments refer to referred logical appeals. In other words, your speech or presentation must possess these three crucial characteristics before your audience will accept your message. The Greek philosopher Aristotle's work *On Rhetoric*, published in the fourth century B.C.E., collected his ideas on the craft of rhetoric, including his thesis on the three persuasive appeals.

- Gina Lopez

"51 % of cancer cures come from shells, and the center of marine biodiversity is in the country."

The speaker employs logical reasoning (logos) by presenting a statistic about cancer cures from shells, connecting it to the importance of preserving the center of marine biodiversity in the country. This appeals to the audience's logical understanding of the interconnectedness of ecosystems.

C. The figure of Speech. As stated by Al-Harashsheh (2013) the figures of speech, such as emotiveness, simile, metaphor, etc., should be included in any critical linguistic analysis of political discourse since they give the speech flavor and appeal to the audience's emotions, curiosities, and interests.

- Yeb Sano

Sano employed metaphors to draw vivid comparisons and create strong imagery. For example:

"We can take drastic action now to ensure that we prevent a future where children suffer."

"We can take drastic action now to ensure that we prevent a future where children suffer."

Sano uses similes to make explicit comparisons between two different things, often to emphasize the severity of the situation. For instance:

"The outcome of our work is not about what our political masters want. It is about what is demanded of us by seven billion people."

"Like a thief in the night, climate change has stolen so much from us."

Sano used repetition of certain phrases or words for emphasis and to create a rhythmic effect. For example:

"I speak for my delegation, but more than that, I speak for the countless people who will no longer be able to speak for themselves after perishing from the storm."

"I will fast for the climate. I will voluntarily refrain from eating food for the whole duration of this COP until a meaningful outcome is in sight."

Sano employed alliteration, the repetition of consonant sounds, to add emphasis and rhythm to his words.

"Let Poland, let Warsaw, be remembered as the place where we truly cared to stop this madness."

"The world simply cannot afford that."

Personification: Sano used personification to attribute human characteristics or actions to non-human entities. For example:

"Typhoon Haiyan was one of the strongest storms ever recorded. It also happens to be one of the most powerful storms that hit land."

"We can fix this. We can stop this madness."

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These figures of speech employed by Yeb Sano in his UN climate talk speech helped him effectively convey the urgency and gravity of the climate crisis, leaving a lasting impact on his audience.

- Barack Obama

Obama's statement employs the figure of speech known as a metaphor. It compares the act of inhabiting and utilizing the Earth to borrowing something. By using the metaphor of borrowing, Obama emphasizes the temporary nature of our presence on this planet and the responsibility we have to ensure its well-being for future generations. The figure of speech helps to convey a vivid and memorable image, evoking a sense of obligation and urgency in addressing climate change.

- Gina Lopez

Metaphor

The statement uses the metaphorical language of a "key" to emphasize that love is the essential and foundational element for achieving genuine economic growth and social justice.

"We are borrowing this Earth from our children, and we must repay our debt by taking decisive action now."

Repetition (Anaphora)

The repetition of the phrase "if there's no" at the beginning of each clause emphasizes the conditions necessary for love, creating a rhetorical and persuasive effect.

"Love is not love if there's no integrity, if there's no transparency, if you lie, if you're duplicitous it just isn't love."

Epistrophe

The repetition of the phrase "It's all" at the end of one sentence and the beginning of the next emphasizes the central theme, reinforcing the idea that everything revolves around love.

"And they have a million pesos in the bank, and that's what it is all. It's all about love."

Irony

"So the fact of psychology going mangroves is just an excellent, excellent direction."

The statement employs irony as it refers to "psychology" instead of "Seacology," creating a humorous twist. It's likely unintentional, possibly a slip of the tongue, but it adds a light-hearted element to the speech.

Table 4. Oratory

	Oratory		
	Vocal Techniques	Gestures	Overall Physical
Yeb Sano	✓	✓	✓
Barack Obama	✓	✓	✓
Gina Lopez	✓	✓	✓

d. Oratory

- Yeb Sano

Yeb Sano, the former representative of the Philippines to the United Nations Climate Change Conferences, delivered a powerful speech during the 19th Conference of the Parties (COP19) held in Warsaw, Poland, in 2013. His speech garnered international attention for its passionate plea for action on climate change and its connection to the devastating impacts of Typhoon Haiyan in the Philippines. Here is an excerpt from Yeb Sano's speech:

"Mr. President, I speak on behalf of the countless people who will no longer be able to speak for themselves after perishing from the storm surge of Typhoon Haiyan. I speak on behalf of the devastated people who will now face a slow and difficult recovery. I speak on behalf of the countless people who will suffer from the intensifying

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Sano's oratory style was characterized by a heartfelt and personal approach, utilizing emotional appeals to connect with the audience. He painted a vivid picture of the tragic aftermath of Typhoon Haiyan and its implications for the Philippines, emphasizing the urgency and gravity of the situation.

He continued:

"What my country is going through as a result of this extreme climate event is madness. The climate crisis is madness. We can stop this madness right here in Warsaw."

In this segment, Sano employed repetition and strong language to convey the severity of the climate crisis. By referring to the situation as "madness," he aimed to evoke a sense of his life and outrage, urging the international community to take immediate action.

Sano concluded his speech with a personal commitment that resonated with many:

"I will now commence a voluntary fasting for the climate. This means I will voluntarily refrain from eating food during this COP until a meaningful outcome is in sight."

By undertaking a hunger strike, Sano added a symbolic gesture to his words, demonstrating his dedication to the cause and his willingness to sacrifice for the urgent action needed on climate change.

Sano's speech at the UN climate talks exemplified a powerful blend of personal storytelling, emotional appeals, and symbolic actions, making it a memorable and impactful oratory. His passionate plea for action on climate change helped elevate the discourse and draw attention to the urgent need for global cooperation and solutions.

- Barack Obama

Vocal Techniques: Clarity and Enunciation: Obama demonstrated clear and precise enunciation, ensuring that his words were easily understood by the audience.

Variation in Tone and Pace: He modulated his tone and pace to emphasize key points, convey passion, and maintain audience engagement.

Pauses: Obama strategically incorporated pauses to allow his statements to resonate, create anticipation, and emphasize important ideas.

Gestures: Hand Movements: He used purposeful hand gestures to emphasize key points, add emphasis, and connect with the audience. These gestures were natural and expressive, complementing his verbal message.

Facial Expressions: Obama employed facial expressions to convey emotion, sincerity, and conviction. His use of facial expressions helped to create a connection with the audience and communicate the importance of the issue at hand.

Posture: Obama exhibited a confident and authoritative posture throughout his speech. He stood tall, with an upright stance, projecting a sense of strength and leadership.

Body Movement: While delivering his speech, Obama made purposeful movements to engage with different sections of the audience. His movements were fluid and deliberate, ensuring that he commanded attention and maintained a connection with the listeners.

Overall, Obama's vocal techniques, gestures, and physical presence enhanced his ability to deliver his message at the UN Climate Change Conference. These elements helped to convey his passion, sincerity, and authority, and engage the audience in a meaningful way.

- Gina Lopez

Vocal Techniques, Gestures, and Overall physical

"And the most prominent of which is that I have realized deeply that no matter how much money you have, no matter what intellectual theory, no matter what economic theory, no matter how many scientists you have, no matter what you have, if it's not based, maybe it's because you're so listening. If it's not based on a deep foundation of caring and empathy, it's

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The use of the phrase

"I have realized deeply"

suggests an emphasis through vocal modulation, indicating a personal connection to the message. Additionally, the speaker uses gestures to emphasize the importance of a deep foundation, possibly using hand movements or body language to convey the significance of caring and empathy in a tangible way.

Table 6. Persuasiveness Technique used in Climate Change Speeches

Five Canons of Rhetoric	Ethos, Pathos, Logos	Figures of Speech	Oratory
<ul style="list-style-type: none"> • Invention • Arrangement • Style • Memory • Delivery 	<ul style="list-style-type: none"> • Credibility • Ethical Appeal • Emotional Appeal • Logical Appeal 	<ul style="list-style-type: none"> • Simile • Metaphor • Alliteration • Personification 	<ul style="list-style-type: none"> • Vocal Technique • Gesture • Overall Physical

B. Persuasiveness Technique used in Climate Change Speeches

The table above indicates the presence of persuasive techniques in climate change speeches which signifies the efficacy of persuasion. In five canons of rhetoric, all parameters were present, as well as Ethos, Pathos, and Logos. In regards to the usage figures of figure speech, speakers use simile, metaphor, alliteration, and personification to help speeches by making them more engaging, emotional, clear, memorable, and persuasive, which is crucial in motivating action and raising awareness about this critical issue specifically with climate change. With oratory, all parameters were present which signifies that vocal technique, gesture, and overall physical play a significant role in doing a persuasive speech since it can hold the audience's attention and keep them focused on the message, making it more likely that the message will resonate and be remembered.

C. Comments and reactions

- Yeb Sano

Yeb Sano's speech has moved its audience drastically; it is evident in the video recording of the said speech. It is also seen from the comments and reactions of the said recording that was published on the internet; particularly YouTube. It accumulated a whopping total of almost 19k likes and a huge number of positive comments from those who have watched the recording of the speech on YouTube. Here are some of the comments that we found that shows how impactful and moving the delivered speech was.

"His words touched me so much. I am shedding tears for the people of the Philippines, I wish I could do more!!"

" Truthfully sharing, I cannot stop my tear during hearing his speech Please, don't wait for any decision from somebody else, let take decision and action by ourselves first. Together, our small actions going to contribute a lot to improve this situation. Let do something! Starting from now on is already quite late, but it's better than nothing."

"i watched this four times already and i always find myself cry. Thank you

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As shown in these comments that are derived from the recording, it shows how people are moved and how they relate to the message of the speech. This is a proof that Yeb Sano's speech was well delivered and has served its purpose.

- Barack Obama

In Barack Obama's speech delivered at the COP 21 Paris conference, he addressed the UN world leaders about the ever growing risk of climate change effects. It accumulated a total of 30,000 views, 200 likes, and a number of comments. Some of these comments are the following;

"This is what a TRUE leader looks like. Obama leads by example and does not care about what his racist critics say"

"This is so important. Everyone needs to act now, before it gets worse."

"A most eloquent man. May we see his like again."

The various comments in this video has shown that the people how have watched it was urged to give or put their opinion on the comment section of this video. It clearly indicates that the speaker has tackled or discussed critical issues that it made the viewers interact and give some input about it.

- Gina Lopez

Gina Lopez is a wildly acknowledged environmental activist. She is also known for her emotionally moving speeches where you can actually see through her emotions while she is delivering her speech. In the video that we used, she is receiving an environmental award. In the video, she has again shown her heartfelt emotion from her speech.

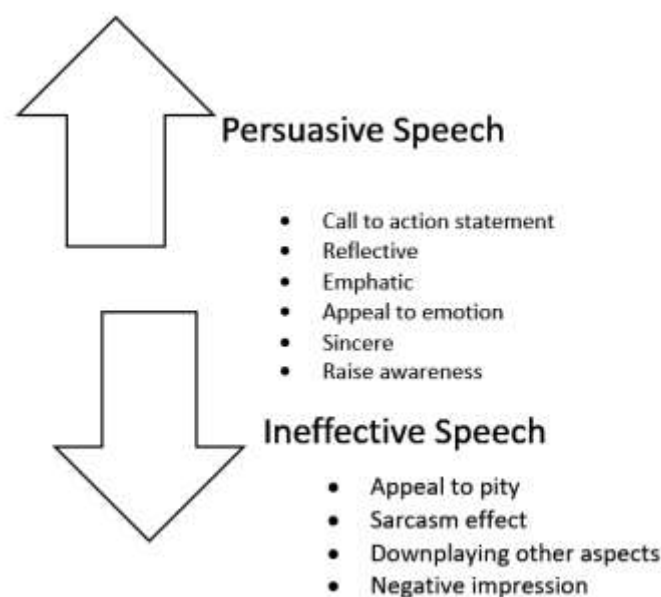
"She speaks from her heart. You can feel every word that she says. A very selfless human being for the good of her country and the Filipino people. "

"I was also emotional while listening her, I feel her so much.:"

RQ3. To identify how the speeches influenced the target audience in content and context dimension.

It is also vital for us to dig into how the speeches influenced the target audience in content and context dimension. By the help of those response provided by the only commenters, we were able to learn that persuasion is not just limited in Climate Change speeches but is also applicable to a variety of stuff, one great example is politics. Politics is often defined as the art of government; in that sense the central aim of political interaction can be stated as persuasion Demirdöğen, Ü. D. (2010).

Drawn from the feedback and comments of the online audience, speeches were categorized into two, namely Persuasive speech and Ineffective speech as seen in figure 3 below:



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After the analysis, we came up with six factors which makes a persuasive speech effective based on the feedbacks and comments on those recorded videos. First is “**call to action statement**”, which is a brief statement that asks readers or viewers to respond with a specific action or participate in something. A poor call-to-action undermines the effectiveness of your speech; a great call-to-action stirs your audience to act enthusiastically Dlugan (2008). As seen in the reaction of commentator No.1 on Yeb Sano’s speech;

“Climate change has a great effect of what we are experiencing right now. Today is not the time to pick on the wrong doings but to work hand in hand on what we can do to resolve what problem is laid before us”

“She speaks from her heart. You can feel every word that she says. A very selfless human being for the good of her country and the Filipino people. “

Another factor that we discovered that is vital in speech-making is the reflectivity of the speech. ” **Reflective listening**” is a special type of listening that involves paying respectful attention to the content and feeling expressed in another person’s communication. “reflective listening” has the capacity to function as a therapeutic tautology, as a “negative discourse” which intends to “speak but say nothing,” and thereby recovers silence in the midst of “idle talk.” Arnold (2014). This element was present on the audience and was evident based on the nodding of their heads. The audience was also obviously attentive as they did not make unnecessary movements as if their attention was directed only towards the speaker.

Next factor that we found is “**empathic listening**”. Empathic listening is the practice of being attentive and responsive to others' input during conversation. In defining rhetoric’s of empathy, analyzing the uses of rhetoric’s of empathy in political and social discourse, and proposing how rhetoric’s of empathy might inform the ways we teach reading and writing, E. W Leake (2011). The importance of rhetoric of empathy in political discourse is shown in an analysis of Barack Obama's speeches, which both promote and perform positions of empathy. Obama's speeches are further shown to employ empathy through allegory, particularly in the telling of Obama's own story as an occasion for empathizing with multiple American identities. Now similar to reflective listening, this factor was also present in the audience but this factor was evident too on the online commentators and not just the live ones. Evident to these comments is the presence of this factor;

“His words touched me so much. I am shedding tears for the people of the Phillipines, I wish I could do more!!”

“very powerful and it made me cry...”

“I can feel his emotion within his speech and I'm devastated to hear and see what has happened.. I pray for the families whose lost someone to this typhoon.”

next element/factor is “**Appeal to emotion**”. It is a familiar element as this was also included on the previous framework that we have used. It is similar to **Pathos** which means the emotions a speaker is able to appeal to and awaken in their audience. Common emotions speakers try to raise in their audience include sympathy, joy, humor, anger, and fear. Pathos is used to draw on the emotions and interests of the audience. To make the subject more emotionally provoke the audience’s emotion, the speaker is often to use figurative language or rhetorical devices, Covino & Jolliffe (1995). Comments that proves this are listed below;

“I'm moved by his speech, sincerely admired him tackling the issue of climate change. Hope he makes history.”

“Rewatching this and the speech is still very relevant. This man is relevant. This is the type of leader we needed and not those clowns.”

“Such a powerful speech!”

Next factor is “**Sincerity**”, Sincerity as Presenting Oneself as one Takes Oneself to be: A speech act is sincere if and only if the speaker believes that he is in the state of mind that he believes the speech act functions to express. A speech that is insincere is as good as nothing. It is perhaps one of the most vital part of a speech because this presentation easy. Sincerity as Spontaneity and Sincerity as Presenting Oneself as one takes Oneself to be and develops a third conception which we may call Sincerity as a Communicative Virtue. This conception emphasizes the speaker’s intention in communicating her attitudes and the need to be properly justified in saying what one does Eriksson (2011). Anytime you're passionate about a topic, you'll find it's easy to talk to others about it. Not only that, but your persuasiveness and confidence will balloon, too. Some comments that proves this are listed below;

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“Climate change has a great effect of what we are experiencing right now. Today is not the time to pick on the wrong doings but to work hand in hand on what we can do to resolve what problem is laid before us”

“Dear all. This is such a powerful. speech. Help the people in the Philippines. They need our help. Jump over your shadow and help us. Justin”

“powerful and meaningful speech...may the children,men and women who died in the yolanda victims may rest in peace”

The last factor that we have unfolded is the ability to “raise **awareness**”. Our voices are the strongest provider of change. If we do not speak up, there is no way for others to understand our thoughts, issues, and wishes for the future. No matter who you are, what your profession is, how old you are, or how you best communicate, you have the ability to use your voice to raise social awareness and give the neurodiversity community a stronger platform. Awareness-raising is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviors and beliefs towards the achievement of a defined purpose or goal Sayers, R. (2006).

We have stated all the positive elements that makes a Persuasive speech. Now during the analysis, we have also unfolded the negative elements which makes an **Ineffective Speech**. When you are delivering a speech, it is very important to make sure that your audience can understand you. The speech content should be well structured and easy to understand. Otherwise you will not get the message through to them. Often a speech fails when the speaker can't convey the message across to the listeners. We have collected some comments from the chosen video recordings which gives light to the question “what makes an ineffective speech?”. First element of an ineffective speech that we discovered is **Appeal to Pity**. An appeal to pity (also called argumentum ad misericordiam, the sob story, or the Galileo argument) is a fallacy in which someone tries to win support for an argument or idea by exploiting one's opponent's feelings of pity or guilt. Instead of presenting factual information and evidence to support an argument, one may try to play on people’s feelings. However, this is a manipulative tactic because feelings of pity are usually irrelevant to the point being made Nikolopoulou, K. (2023).

The next one is **Downplaying other aspects** which means to treat or speak of (something) so as to reduce emphasis on its importance, value, and strength. Since speeches often convey messages about critical issues and important matters, it is vital for speakers or writers to create a speech in which no important information is spared, in order to effectively enlighten the audience about the discussed topic in the speech. Especially in speeches that talk about critical topics such as Climate Change wherein information and factual data are paramount.

The last element that makes an ineffective speech is **Negative Impression**. As we perceive others, we make impressions about their personality, likeability, attractiveness, and other characteristics. Although much of our impressions are personal, what forms them is sometimes based more on circumstances than personal characteristics. All the information we take in isn’t treated equally. The recency effect leads us to put more weight on the most recent impression we have of a person’s communication over earlier impressions. Even a positive first impression can be tarnished by a negative final impression Learneo, Inc. (2024).

5. IMPLICATION AND CONCLUDING REMARKS

5.1 Implication

This study aims to shed light and give further understanding of the importance of persuasion in speeches, specifically climate change speeches. Sometimes we tend to forget this vital factor in making speeches which either makes or breaks it. This study aspires to help people realize this small yet essential part of making a speech. Now we hope for this study to be helpful to some individuals who struggle to make their audience get hooked or engaged when listening to their speeches. Our main area of focus are speeches about climate change which are often delivered by government officials, activists, etc. because these type of speeches needs to be listened to thoroughly given the criticality of this topic or issue. We all should learn the importance of persuasion as this often proves to help engage and gather a crowd's attention. We all should also be knowledgeable about the issue of climate change as we are all both responsible and victims of this phenomenon.

5.2 Concluding Remarks

The persuasiveness of language in climate change speeches holds immense power to ignite collective action and drive transformative change. By crafting compelling narratives, employing vivid imagery, and appealing to both reason and emotion, speakers can

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effectively communicate the urgency and complexity of the climate crisis. A sense of shared responsibility can be fostered by involving audiences on a personal level with accessible experiences, reliable statistics, and clear summons to action.

However, maintaining accuracy, trustworthiness, and empathy is also a responsibility of the art of persuasion. Speakers should refrain from using factors such as appeal to pity, sarcasm effect, downplaying other aspects, and negative impressions that prove to contribute to a speech being ineffective.

Ultimately, the persuasiveness of language in climate change speeches has the potential to bridge gaps, overcome indifference, and galvanize global cooperation. As we confront the complex challenges of our changing world, the power of words remains a crucial tool in shaping attitudes, driving policy changes, and fostering a collective determination to safeguard our planet from the inevitable risks of global warming for current and future generations.

CONFLICT OF INTEREST

The researchers involved in this study have not disclosed any potential conflicts of interest. We have conducted the study and analyzed the collected data impartially to ensure the reliability and objectivity of the research findings. This impartiality indicates that the researchers have no personal biases or vested interests that could potentially influence the results or conclusions drawn from the study.

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