

ABSTRACT

This study investigated the representation of ethos in ceremonial speeches and examined how professional sectors influence the construction of rhetorical credibility. Using Aristotle's ethos framework, a qualitative approach, and rhetorical analysis, the study analyzed four ceremonial speeches delivered by John F. Kennedy, Barack Obama, Steve Jobs, and Oprah Winfrey. The data were collected from official speech transcripts and analyzed through a qualitative coding framework based on four operationalized ethos dimensions: Competence-Practical Wisdom (COMP-WIS), Character-Moral Virtue (CHAR-VIRT), Character-Empathy and Resilience (CHAR-EMP), and Goodwill-Sincere Care (GOOD-CARE). The findings revealed that political leaders primarily constructed credibility through competence, moral virtue, and collective responsibility, whereas figures from the technology and media sectors relied more heavily on personal experience, empathy, resilience, and audience-oriented goodwill. Despite these differences, all speakers employed goodwill as an important strategy for strengthening audience trust. The study concludes that ethos is a flexible and context-dependent rhetorical resource shaped by professional identity, audience expectations, and communicative objectives.

Keywords: *aristotle's rhetoric, ceremonial speech, ethos, rhetorical representation*