

ABSTRACT

This study aimed to analyze the persuasive and argumentative language used in Bill Clinton's speech at the 2012 Democratic National Convention and determine the dominant types employed throughout the speech. This research employed a descriptive qualitative method. The data were collected through documentation by analyzing the official transcript of Bill Clinton's speech. The persuasive language was identified, classified, and analyzed based on Aristotle's rhetorical theory, consisting of ethos, pathos, and logos, while the argumentative language was analyzed using Toulmin's model, consisting of claim, ground, warrant, and backing. The findings revealed a total of 18 persuasive language elements, comprising 5 ethos, 5 pathos, and 8 logos. Logos emerged as the dominant persuasive type, indicating that Clinton primarily relied on logical reasoning, statistical evidence, and factual explanations to strengthen his political messages and persuade the audience. In addition, the study identified 18 argumentative language elements, consisting of 5 claims, 5 grounds, 4 warrants, and 4 backings. Claim and ground were the most frequently used argumentative components, demonstrating that Clinton consistently supported his arguments with clear positions and relevant evidence. In conclusion, the findings demonstrated that the speech effectively integrated persuasive and argumentative language, with logical reasoning serving as the primary strategy to strengthen political messages and influence public opinion.

Keywords: *argumentative language, bill clinton, persuasive language, political speech*