

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Results

This chapter presents the findings of the rhetorical appeals employed by Donald Trump in his speech at the 2024 Republican National Convention. The analysis is conducted using Aristotle's rhetorical theory, which consists of three persuasive appeals: ethos, pathos, and logos. The researcher analyzed the speech transcript and identified a number of statements that reflect ethos, pathos, and logos. These statements were then classified based on Aristotle's rhetorical framework. The findings revealed that Trump frequently combines credibility, emotional appeal, and logical reasoning throughout his speech.

4.1.1 The Use of Ethos

Ethos refers to the appeal of credibility, character, and trustworthiness. According to Aristotle, ethos is used when a speaker attempts to convince the audience by demonstrating competence, experience, authority, or moral character. Through ethos, speakers seek to establish themselves as reliable individuals whose opinions and arguments deserve public trust. In political speeches, ethos is commonly employed to strengthen a candidate's image as a capable leader who possesses the necessary qualifications to govern. In Donald Trump's speech, ethos appears through references to his previous achievements, leadership experience, policy accomplishments, and promises for the future. Throughout the speech, Trump repeatedly presents himself as a strong leader who has successfully addressed national problems and is prepared to do so again. By highlighting his past record and commitment to the American people, he attempts to strengthen his credibility and persuade the audience to support his political vision.

The researcher identified 18 statements that represent ethos appeals in the speech. These findings are presented in the following table.

Table 4.1

Ethos Appeals Identified in Donald Trump's Speech

No	Statement	Reason
1	"I stand before you this evening with a message of confidence, strength, and hope."	Presents himself as a confident and capable leader to establish credibility.
2	"I stand before you in this arena only by the grace of Almighty God."	Presents humility and moral character to gain the audience's trust.
3	"I will never stop fighting for you, your family, and our magnificent country."	Expresses commitment and dedication to the audience.
4	"In fact, I am the one saving democracy for the people of our country."	Presents himself as a responsible leader who protects the nation.
5	"I'm here tonight to lay out a vision for the whole nation."	Shows leadership by presenting a vision for the country.
6	"Under our leadership, the United States will be respected again."	Emphasizes leadership and confidence in future governance.
7	"So tonight I make this pledge to the great people of America."	Demonstrates commitment through a public promise.
8	"Under my presidency, we had the most secure border and best economy in the history of our country."	Refers to previous achievements to establish credibility.
9	"I got rid of NAFTA, the worst trade deal ever made, and replaced it with USMCA."	Highlights past accomplishments to strengthen his credibility.
10	"I'm going to protect Social Security and Medicare"	Expresses commitment to protecting public welfare.
11	"Less than four years ago, I handed this administration the strongest border in American history."	Refers to previous leadership achievements.
12	"Tonight, America, this is my vow, I will not let these killers and criminals into our country."	Demonstrates responsibility and commitment to national security.
13	"I will keep our sons and daughters safe."	Expresses responsibility for protecting citizens.
14	"I was the first president in modern times to start no new wars."	Highlights leadership achievements to strengthen credibility.
15	"We defeated 100% of ISIS in Syria and Iraq."	Refers to military achievements to present effective leadership.
16	"I could stop wars with a telephone call."	Projects confidence and authority in handling international conflicts.
17	"We will unleash the power of American innovation."	Presents a leadership vision for future national development.
18	"I will never ever let you down."	Expresses trustworthiness and commitment to the audience.

Based on the table above, eighteen ethos appeals were identified in Donald Trump's speech. However, not all findings are discussed in detail. The researcher selected six representative statements that most clearly demonstrate the use of ethos and illustrate how Trump establishes credibility, authority, and trustworthiness throughout the speech.

Data 1

"I stand before you this evening with a message of confidence, strength, and hope."

This statement is categorized as an ethos appeal because Trump attempts to construct a positive image of himself at the beginning of the speech. The keywords "confidence," "strength," and "hope" are positive lexical choices that present the speaker as a capable and optimistic leader. Through the communication technique of self-presentation, Trump introduces himself by emphasizing qualities that are commonly associated with effective leadership. According to Aristotle, ethos is established when a speaker attempts to gain the audience's trust through character and credibility. Therefore, this statement reflects an attempt to establish credibility by presenting leadership qualities rather than by providing factual evidence. As a result, the audience is encouraged to perceive Trump as a strong and reliable political leader.

Data 2

"I will never stop fighting for you, your family, and our magnificent country."

This statement represents an ethos appeal because Trump attempts to portray himself as a dedicated and responsible leader. The phrase "never stop fighting" emphasizes determination and commitment, while the direct address "you" and "your family" creates a closer relationship between the speaker and the audience. Through this communication technique, Trump presents himself as someone who prioritizes the interests of the American people. According to Aristotle, ethos is achieved when speakers establish trust through their character and commitment. Therefore, this statement is categorized as an ethos appeal because it constructs an image of responsibility and dedication rather than proving that these qualities are factually true.

Data 3

“Under my presidency, we had the most secure border and best economy in the history of our country.”

This statement is categorized as an ethos appeal because Trump refers to achievements that he claims were accomplished during his presidency. The keywords "under my presidency," "most secure border," and "best economy" emphasize his previous accomplishments and leadership experience. Through the communication technique of using past achievements as supporting evidence, Trump attempts to present himself as a competent and experienced leader. According to Aristotle, ethos can be established when speakers encourage the audience to trust their ability and character. Therefore, this statement functions as an ethos appeal because it attempts to strengthen credibility through references to previous achievements rather than by verifying the factual accuracy of the claims.

Data 4

“I was the first president in modern times to start no new wars.”

This statement also represents an ethos appeal because Trump attempts to strengthen his image through a claimed achievement during his presidency. The keywords "first president" and "no new wars" highlight his leadership experience and peaceful administration. By referring to this accomplishment, Trump uses the communication technique of highlighting leadership achievements to reinforce his credibility. According to Aristotle, speakers establish ethos by demonstrating qualities that encourage public trust. Therefore, this statement is categorized as an ethos appeal because it presents Trump as a responsible and capable leader through references to his leadership record.

Data 5

“We defeated 100% of ISIS in Syria and Iraq.”

This statement demonstrates an ethos appeal because Trump attributes a major military achievement to his administration. The keywords "defeated," "100%," and "ISIS" emphasize strength, effectiveness, and national security. Through the communication technique of presenting government achievements, Trump attempts to construct an image of competence and decisiveness in handling international issues. According to Aristotle, ethos is developed when speakers present themselves as capable and trustworthy leaders. Therefore, this statement functions as an ethos appeal because it attempts to strengthen Trump's credibility through references to military accomplishments rather than by confirming the factual validity of the statement.

Data 6

“I will never ever let you down.”

This statement reflects an ethos appeal because Trump makes a direct commitment to the audience. The phrase "never ever" emphasizes certainty and

determination, while "let you down" expresses responsibility toward the listeners. Through the communication technique of making a direct promise, Trump attempts to construct an image of himself as a trustworthy and dependable leader. According to Aristotle, ethos is achieved when speakers encourage the audience to trust their character and integrity. Therefore, this statement is categorized as an ethos appeal because it emphasizes personal commitment and reliability as persuasive qualities.

Based on the findings, ethos is one of the rhetorical appeals frequently used by Donald Trump throughout his speech. The analysis demonstrates that Trump consistently attempts to establish himself as a credible, experienced, and trustworthy leader. He does this by referring to his previous achievements, emphasizing his leadership experience, and presenting himself as someone capable of addressing national challenges. According to Aristotle, ethos is achieved when a speaker encourages the audience to trust his character and credibility. Therefore, Trump's statements are analyzed as attempts to construct a trustworthy leadership image rather than as evidence of the factual accuracy of his claims.

Several ethos appeals identified in the speech focus on achievements that Trump claims were accomplished during his presidency, including economic growth, border security, military success, and international stability. By referring to these claimed accomplishments, Trump attempts to strengthen the audience's perception that he possesses the experience and competence required to lead the country. These references function as persuasive strategies that encourage public trust in his leadership.

In addition to highlighting achievements, Trump frequently portrays himself as a leader who is committed to protecting American citizens and defending national interests. His promises to continue fighting for the people and his assurance that he will never let them down are presented to construct an image of responsibility and reliability. These statements encourage the audience to perceive him as a dependable political leader. Furthermore, Trump attempts to strengthen

his leadership image by referring to military achievements, national security, and peace during his administration. These statements function as persuasive strategies intended to reinforce his authority and competence rather than to verify the factual validity of the claims themselves. Overall, the findings indicate that ethos plays a significant role in Trump's speech because it is consistently used to construct credibility, encourage audience trust, and support his persuasive message.

4.1.2 The Use of Pathos

Pathos refers to emotional appeals used by a speaker to influence the audience's feelings, values, and emotional responses. Through pathos, a speaker attempts to create sympathy, fear, hope, pride, anger, or other emotions that can strengthen persuasion. In political speeches, pathos is often employed to establish an emotional connection between the speaker and the audience. By appealing to emotions, speakers can encourage listeners to support their ideas, policies, or political goals. In Donald Trump's speech at the 2024 Republican National Convention, pathos appears more frequently than the other rhetorical appeals. Trump repeatedly uses emotional language, personal experiences, tragic stories, and patriotic expressions to evoke strong emotional reactions from the audience. These emotional appeals are intended to strengthen audience engagement and increase support for his political message.

The researcher identified 37 statements containing pathos appeals in the speech. These findings are presented in the table below.

Table 4.2

Pathos Appeals Identified in Donald Trump's Speech

No	Statement	Reason
1	"The assassin's bullet came within a quarter of an inch of taking my life."	Describes a life threatening experience to evoke fear and sympathy.
2	"You'll never hear it from me a second time because it's actually too painful to tell."	Expresses emotional pain to create sympathy.

3	"My hand was covered with blood. Just absolutely blood all over the place."	Uses vivid imagery to evoke fear and sympathy.
4	"There was blood pouring everywhere, and yet, in a certain way, I felt very safe because I had God on my side."	Combines fear and faith to strengthen emotional engagement.
5	"They didn't want to leave me."	Expresses the audience's care and support to create emotional connection.
6	"They knew I was in trouble."	Highlights concern from others to evoke sympathy.
7	"You can see that love written all over their faces"	Emphasizes affection and unity to create positive emotions.
8	"I'm not supposed to be here tonight."	Expresses gratitude after surviving a tragic event.
9	"Fight, fight, fight."	Motivates the audience through strong emotional encouragement.
10	"The crowd realized I was okay and roared with pride for our country."	Evokes national pride and collective emotion.
11	"Tragically, the shooter claimed the life of one of our fellow Americans."	Expresses sadness over the victim's death.
12	"Our love and prayers are with them and always will be."	Shows compassion and sympathy for the victims.
13	"He lost his life selflessly acting as a human shield to protect them from flying bullets."	Highlights sacrifice to evoke admiration and sympathy.
14	"What a fine man he was."	Expresses respect and admiration for the victim.
15	"There is no greater love than to lay down one's life for others."	Appeals to admiration through the value of sacrifice.
16	"Despite such a heinous attack, we unite this evening more determined than ever."	Encourages unity and resilience after tragedy.
17	"We will not break, we will not bend, we will not back down."	Inspires courage and determination.
18	"We are indeed a nation in decline."	Creates concern about the nation's condition.
19	"Crushing our people like never before."	Emphasizes suffering to evoke sympathy.
20	"Spread misery, crime, poverty, disease, and destruction."	Uses emotionally charged language to create fear and concern.
21	"Our planet is teetering on the edge of World War III."	Creates fear by describing a serious global threat.
22	"Inflation is eating you alive."	Uses emotional language to express economic hardship.
23	"They're barely living."	Highlights public suffering to evoke sympathy.
24	"Inflation has wiped out the life savings of our citizens."	Emphasizes financial loss to create concern.
25	"Forced the middle class into a state of depression and despair."	Expresses emotional and economic hardship.
26	"People can't live like this."	Appeals to sympathy by describing difficult living conditions.

27	"They're being really hurt badly."	Highlights suffering to evoke compassion.
28	"End this border nightmare."	Uses emotionally charged language to create urgency and fear.
29	"That was the chart that saved my life."	Expresses gratitude and emotional reflection.
30	"The greatest invasion in history is taking place right here in our country."	Creates fear by portraying a serious national threat.
31	"Bad things are going to happen."	Creates anxiety and concern about the future.
32	"A precious 12-year-old girl."	Evokes sympathy by emphasizing the victim's innocence.
33	"Tied up, assaulted, and strangled to death."	Uses vivid details to evoke sadness and outrage.
34	"Rachel's mother will never be the same."	Highlights lasting grief to evoke sympathy.
35	"He was a real hero."	Expresses admiration and respect.
36	"Every single moment we have on earth is a gift from God."	Encourages gratitude and emotional reflection.
37	"Together, we will save this country."	Inspires hope, unity, and optimism.

Based on the table above, thirty-seven pathos appeals were identified in Donald Trump's speech. However, this study focuses on several representative statements that most clearly demonstrate how emotional appeals are used to persuade the audience.

Analysis of Pathos Appeals:

Data 1

"The assassin's bullet came within a quarter of an inch of taking my life."

This statement is categorized as a pathos appeal because Trump shares a personal experience that evokes strong emotions. The keywords "assassin's bullet" and "taking my life" function as emotive expressions that create fear and sympathy. Through the communication technique of personal narrative, Trump invites the audience to experience the event from his perspective. According to Aristotle, pathos persuades the audience by influencing their emotions. Therefore,

this statement attempts to evoke fear, sympathy, and concern, encouraging the audience to develop an emotional connection with the speaker.

Data 2

"My hand was covered with blood. Just absolutely blood all over the place."

This statement represents a pathos appeal because it uses vivid and emotionally powerful language to describe a traumatic event. The repeated keyword "blood" emphasizes the seriousness of the incident and strengthens its emotional impact. This repetition functions as a rhetorical device that makes the description more memorable and dramatic. Through the communication technique of descriptive narration, Trump encourages the audience to imagine the situation and emotionally experience the event with him. According to Aristotle, emotional descriptions influence the audience's feelings and strengthen persuasion. Therefore, this statement functions as a pathos appeal because it evokes shock, fear, and sympathy.

Data 3

"I'm not supposed to be here tonight."

This statement is categorized as a pathos appeal because it encourages emotional reflection on Trump's survival. The keyword "not supposed to be here" emphasizes the unexpected nature of the event and suggests gratitude for being alive. Through the communication technique of personal reflection, Trump invites the audience to share his feelings of relief and appreciation. According to Aristotle, pathos influences persuasion by shaping the audience's emotions. Therefore, this statement functions as a pathos appeal because it strengthens the emotional bond between the speaker and the audience.

Data 4

"Tragically, the shooter claimed the life of one of our fellow Americans."

This statement demonstrates a pathos appeal because it highlights the emotional impact of a tragic event. The emotive keyword "tragically" immediately creates a feeling of sadness, while the phrase "our fellow Americans" emphasizes unity and collective loss. Through the communication technique of expressing sympathy, Trump encourages the audience to mourn the victim together. According to Aristotle, pathos appeals to the audience's emotions to strengthen persuasion. Therefore, this statement functions as a pathos appeal because it evokes grief, compassion, and solidarity.

Data 5

"He lost his life selflessly acting as a human shield to protect them from flying bullets."

This statement represents a pathos appeal because it tells an emotional story of sacrifice and courage. The keywords "selflessly" and "human shield" emphasize bravery and compassion. Through the communication technique of storytelling, Trump honors the victim while encouraging the audience to admire his heroic actions. According to Aristotle, emotional narratives strengthen persuasion by influencing the audience's feelings. Therefore, this statement functions as a pathos appeal because it evokes admiration, sympathy, and respect.

Data 6

"We will not break, we will not bend, we will not back down."

This statement is categorized as a pathos appeal because it inspires determination and emotional unity. The repetition of the phrase "we will not" functions as a rhetorical device that emphasizes resilience and perseverance, making the message more memorable and emotionally powerful. Through the communication technique of motivational expression, Trump encourages the audience to remain united despite challenges. According to Aristotle, pathos can strengthen persuasion by inspiring shared emotions among listeners. Therefore, this statement functions as a pathos appeal because it evokes courage, hope, and collective strength.

Data 7

"Inflation is eating you alive."

This statement represents a pathos appeal because it describes economic hardship using emotionally charged language. The keywords "inflation" and "eating you alive" emphasize the seriousness of the economic situation and encourage feelings of fear, frustration, and urgency. Through the communication technique of appealing to public concerns, Trump attempts to connect with the everyday experiences of the audience. According to Aristotle, pathos influences persuasion by appealing to the audience's emotions. Therefore, this statement functions as a pathos appeal because it encourages emotional concern about economic conditions.

Data 8

"A precious 12-year-old girl."

This statement is categorized as a pathos appeal because it emphasizes the innocence and vulnerability of the victim. The emotive keyword "precious" encourages the audience to feel sympathy and compassion, while the reference to

a "12-year-old girl" further strengthens the emotional impact. Through the communication technique of emphasizing innocence, Trump prepares the audience emotionally for the tragic story that follows. Therefore, this statement functions as a pathos appeal because it evokes compassion and sadness.

Data 9

"Tied up, assaulted, and strangled to death."

This statement demonstrates a pathos appeal because it uses vivid descriptions of violence to create a strong emotional response. The keywords "tied up," "assaulted," and "strangled to death" function as emotionally powerful expressions that evoke shock, sadness, and anger. Through the communication technique of descriptive narration, Trump highlights the severity of the incident to influence the audience's emotions. According to Aristotle, emotionally powerful descriptions can strengthen persuasion by affecting how audiences respond to a message. Therefore, this statement functions as a pathos appeal because it creates a strong sense of sympathy and outrage.

Data 10

"Every single moment we have on earth is a gift from God."

This statement reflects a pathos appeal because it appeals to the audience's spiritual and emotional values. The keywords "gift from God" encourage feelings of gratitude, humility, and hope. Through the communication technique of religious reference, Trump connects with audiences who value faith and spirituality. According to Aristotle, pathos persuades audiences by influencing their emotions and personal beliefs. Therefore, this statement functions as a pathos appeal because it encourages emotional reflection and gratitude.

Based on the findings, pathos is the most dominant rhetorical appeal identified in Donald Trump's speech. The analysis shows that Trump consistently attempts to influence the audience by appealing to their emotions through personal experiences, tragic events, patriotic expressions, religious references, and descriptions of social and economic problems. According to Aristotle, pathos is achieved when a speaker influences the audience's emotions in order to strengthen persuasion. Therefore, Trump's statements are analyzed as attempts to create emotional responses rather than as factual descriptions of events.

Many of the pathos appeals identified in the speech are supported by emotive words, personal narratives, and emotionally charged expressions. Through these linguistic features, Trump attempts to evoke feelings such as sympathy, fear, sadness, gratitude, hope, and national pride. These emotional expressions encourage the audience to become emotionally involved with the issues presented throughout the speech.

One of the strongest uses of pathos appears when Trump recounts the assassination attempt against him. By describing his personal experience and the tragic loss of victims, he attempts to create sympathy and emotional identification with the audience. In addition, stories about heroes, innocent victims, and families affected by violence are presented to strengthen feelings of compassion, admiration, and collective grief.

Trump also attempts to influence the audience emotionally by discussing issues such as inflation, crime, illegal immigration, and national security. Through emotionally charged expressions, he presents these issues as serious concerns that require immediate attention. At the same time, he balances these negative emotions with messages of hope, faith, courage, resilience, and national unity. This combination allows him to construct an emotional connection with the audience while encouraging confidence in his political message.

Overall, the findings indicate that pathos plays a central role in Trump's persuasive strategy. By appealing to the audience's emotions, Trump attempts to strengthen emotional engagement, encourage identification with his message, and increase persuasive impact. The high frequency of pathos appeals demonstrates

that emotional persuasion is the dominant rhetorical strategy employed throughout the speech.

4.1.3 The Use of Logos

Logos refers to persuasive appeals that rely on logic, evidence, facts, statistics, and rational arguments. Through logos, speakers attempt to convince audiences by presenting information that appears reasonable and supported by factual data. Unlike ethos, which focuses on credibility, and pathos, which appeals to emotions, logos emphasizes logical reasoning and objective evidence to strengthen persuasion. In Donald Trump's speech at the 2024 Republican National Convention, logos is used to support his political arguments through numerical data, economic statistics, policy outcomes, and cause-and-effect reasoning. By presenting specific figures and factual claims, Trump attempts to persuade the audience that his policies are practical and effective in addressing national issues.

The researcher identified 25 statements containing logos appeals in the speech. These findings are presented in the table below.

Table 4.3

Logos Appeals Identified in Donald Trump's Speech

No	Statement	Reason
1	"Behind me and to the right was a large screen that was displaying a chart of border crossings under my leadership."	Refers to visual evidence to support the argument.
2	"Nobody ran, and by not stampeding, many lives were saved."	Explains a logical cause-and-effect relationship.
3	"Over the past few days, we've raised \$6.3 million for the families of David, James, and Corey."	Uses numerical evidence to support the claim.
4	"\$1 million from Dan Newlin."	Presents a specific amount as factual information.
5	"We are spending over \$250 million here creating jobs and other economic development."	Uses financial data to support the argument.
6	"We handed over a stock market that was substantially higher than just prior to COVID."	Refers to economic performance as supporting evidence.
7	"We have an inflation crisis."	Presents a factual claim about the economic condition.

8	"We also have an illegal immigration crisis."	Presents a factual claim to support the argument.
9	"War is now raging in Europe, in the Middle East."	Refers to current international events as supporting information.
10	"Bring down interest rates and lower the cost of energy."	Presents a logical solution to economic problems.
11	"We gave you the largest tax cut."	Refers to a policy achievement as supporting evidence.
12	"Hundreds of billions of dollars by Apple and so many other companies were brought back into our nation."	Uses financial information to strengthen the claim.
13	"We gave our military almost \$800 billion."	Uses numerical data to support the statement.
14	"Iran now has \$250 billion."	Presents a numerical figure as factual information.
15	"Groceries are up 57%."	Uses statistical evidence to support the argument.
16	"Gasoline is up 60 and 70%."	Uses statistics to emphasize economic conditions.
17	"Mortgage rates have quadrupled."	Presents factual information about economic changes.
18	"The total household costs have increased an average of \$28,000 per family."	Uses numerical evidence to explain the economic impact.
19	"By slashing energy costs, we will in turn reduce the cost of transportation, manufacturing, and all household goods."	Explains a cause-and-effect relationship.
20	"\$36 trillion."	Uses a numerical figure to support the argument.
21	"We'll put a tariff of approximately 100 to 200% on each car."	Presents a policy proposal supported by numerical information.
22	"They took 93 executive actions to throw open our border to the world."	Uses numerical evidence to support the claim.
23	"We also left behind \$85 billion worth of military equipment."	Uses financial data to strengthen the argument.
24	"Russian warships and nuclear submarines are operating 60 miles off the coast in Cuba."	Refers to specific factual information to support the argument.
25	"342 missiles were shot into Israel and only one got through."	Uses numerical evidence to strengthen the claim.

Based on the table above, twenty-five logos appeals were identified in Donald Trump's speech. However, this study focuses on several representative statements that most clearly demonstrate the use of logical reasoning, factual evidence, and statistical information.

Analysis of Logos Appeals:

Data 1

"Over the past few days, we've raised \$6.3 million for the families of David, James, and Corey."

This statement is categorized as a logos appeal because Trump supports his argument with specific numerical evidence. The numerical expression "\$6.3 million" provides measurable information that strengthens the logical basis of his statement. Through the communication technique of presenting factual evidence, Trump attempts to demonstrate the scale of financial support collected for the victims' families. According to Aristotle, logos persuades the audience through reasoning and evidence. Therefore, this statement functions as a logos appeal because it relies on quantitative information to support the speaker's argument.

Data 2

"We are spending over \$250 million here creating jobs and other economic development."

This statement represents a logos appeal because it uses financial data to support an economic argument. The numerical expression "\$250 million" functions as measurable evidence intended to justify the claim about job creation and economic development. Through the communication technique of using statistical information, Trump attempts to persuade the audience through logical reasoning rather than emotional appeal. According to Aristotle, logos is achieved by presenting arguments supported by evidence. Therefore, this statement functions as a logos appeal because it emphasizes factual information to strengthen the argument.

Data 3

"Groceries are up 57%."

This statement is categorized as a logos appeal because it presents statistical information to explain rising living costs. The numerical expression "57%" provides measurable evidence that supports Trump's argument regarding inflation. Through the communication technique of using statistical evidence, Trump encourages the audience to evaluate the issue rationally. According to Aristotle, logos persuades audiences through logical arguments supported by evidence. Therefore, this statement functions as a logos appeal because it relies on numerical data to strengthen the speaker's claim.

Data 4

"The total household costs have increased an average of \$28,000 per family."

This statement demonstrates a logos appeal because it presents a specific economic statistic to describe the financial burden experienced by American families. The numerical expression "\$28,000 per family" provides concrete information that supports the argument logically. Through the communication technique of presenting economic evidence, Trump attempts to persuade the audience by emphasizing measurable financial impacts. Therefore, this statement functions as a logos appeal because it uses numerical evidence to support the claim.

Data 5

"By slashing energy costs, we will in turn reduce the cost of transportation, manufacturing, and all household goods."

This statement represents a logos appeal because it is built on a logical cause-and-effect relationship. Trump argues that reducing energy costs will lead to lower production and transportation costs, which will eventually reduce the prices of consumer goods. Through the communication technique of cause-and-effect reasoning, he presents a logical explanation to support his policy proposal. According to Aristotle, logos is achieved when arguments are organized through rational reasoning. Therefore, this statement functions as a logos appeal because it explains a logical sequence of economic effects.

Data 6

"We also left behind \$85 billion worth of military equipment."

This statement is categorized as a logos appeal because it uses a specific financial figure to support criticism of the Afghanistan withdrawal. The numerical expression "\$85 billion" provides measurable information that strengthens the logical basis of the argument. Through the communication technique of using factual evidence, Trump attempts to encourage the audience to evaluate the issue from a practical and economic perspective. Therefore, this statement functions as a logos appeal because it relies on numerical evidence to support the speaker's criticism.

Data 7

"342 missiles were shot into Israel and only one got through."

This statement demonstrates a logos appeal because it presents numerical evidence to explain the effectiveness of Israel's missile defense system. The numerical expressions "342 missiles" and "only one" provide measurable comparisons that strengthen the logical argument. Through the communication technique of using statistical comparison, Trump attempts to persuade the

audience by presenting quantifiable evidence. According to Aristotle, *logos* persuades audiences through logical reasoning supported by factual information. Therefore, this statement functions as a *logos* appeal because it uses numerical comparison to support the speaker's argument.

Based on the findings, *logos* is frequently used by Donald Trump to strengthen his political arguments through logical reasoning, numerical evidence, and factual claims. According to Aristotle, *logos* is achieved when a speaker persuades the audience through reasoning and evidence rather than emotional influence. Therefore, Trump's statements are analyzed as attempts to construct logical arguments by presenting information that appears measurable and evidence-based.

Many of the *logos* appeals identified in the speech are supported by numerical expressions, statistical information, factual claims, and cause-and-effect reasoning. These linguistic features provide logical support for Trump's arguments regarding economic conditions, government spending, military affairs, immigration, and international security. By presenting measurable information, Trump attempts to encourage the audience to evaluate the issues from a rational perspective.

One of the most noticeable characteristics of Trump's *logos* appeals is the frequent use of numbers, percentages, and financial figures. Statements referring to inflation rates, household expenses, fundraising totals, military budgets, and economic investment provide quantitative evidence that supports his political message. These numerical expressions function as persuasive tools intended to increase the logical strength of his arguments.

In addition to numerical evidence, Trump also employs cause-and-effect reasoning to explain the potential outcomes of his policy proposals. For example, he argues that reducing energy costs will lower transportation, manufacturing, and household expenses. This logical sequence encourages the audience to consider his proposals through rational analysis rather than emotional reaction.

Overall, the findings indicate that logos plays an important supporting role in Trump's persuasive strategy. Although pathos appears as the dominant rhetorical appeal, logos complements emotional persuasion by providing arguments that appear logical, measurable, and evidence-based. Through numerical data, factual claims, and causal reasoning, Trump attempts to persuade the audience that his policies offer practical solutions to national challenges.

4.1.4 Dominant Rhetorical Appeal

After identifying and classifying the rhetorical appeals found in Donald Trump's speech, the researcher calculated the frequency of each appeal to determine which rhetorical strategy was used most frequently. The results are presented in the following table.

Table 4.4

Frequency of Rhetorical Appeals

No	Rhetorical Appeal	Frequency	Percentage
1	Ethos	18	22.5%
2	Pathos	37	46.25%
3	Logos	25	31.25%

Based on the frequency of rhetorical appeals identified in the speech, pathos emerged as the dominant rhetorical appeal with 37 identified occurrences, followed by logos with 25 occurrences and ethos with 18 occurrences.

4.2 Discussion

This section discusses the findings of the study by relating the identified rhetorical appeals in Donald Trump's speech at the 2024 Republican National Convention to Aristotle's rhetorical theory. The discussion explains how ethos, pathos, and logos function as persuasive strategies throughout the speech. Besides rhetorical appeals, this discussion also considers the communication techniques, rhetorical devices, and linguistic features that support persuasion. These elements

provide linguistic evidence for identifying rhetorical appeals and demonstrate how persuasion is constructed through language use.

According to Aristotle (2004), persuasion is achieved through three rhetorical appeals: ethos, pathos, and logos. Ethos refers to the credibility and character of the speaker, pathos refers to emotional appeals directed toward the audience, and logos refers to logical reasoning supported by evidence. These three appeals work together in persuasive communication because effective speakers establish credibility, engage the audience emotionally, and present logical arguments to strengthen their messages.

In addition to Aristotle's theory, Charteris-Black (2019) explains that political speeches employ rhetorical choices, communication techniques, and rhetorical devices to construct persuasive messages and shape public perception. Likewise, Prafitri and Nasir (2023) state that rhetorical appeals can be identified through linguistic evidence such as authority statements, emotional expressions, and logical arguments. In this study, the identification of ethos, pathos, and logos was supported by linguistic features including achievement-related keywords, personal pronouns, emotive words, numerical expressions, repetition, and parallelism. These language features were analyzed as indicators of persuasive strategies rather than as verification of the factual accuracy of the speaker's claims.

4.2.1 Ethos as a Persuasive Strategy

The findings indicate that ethos appeared 18 times in Donald Trump's speech. The use of ethos was identified through statements referring to previous achievements, leadership experience, commitments, and promises to the American people. These statements demonstrate Trump's attempt to construct himself as a credible and capable leader. According to Aristotle (2004), ethos persuades audiences through the speaker's credibility, competence, and moral character. In this study, ethos was identified through linguistic features such as achievement-related keywords, self-referential pronouns (I, my, we), commitment statements, and references to previous leadership experience. These features function as indicators of credibility rather than proof that Trump's claims are factually correct.

Therefore, the analysis focuses on how credibility is rhetorically constructed in the speech.

Trump frequently refers to his previous administration, including economic achievements, border security, and military policies, to strengthen his public image. These statements function as communication techniques that present previous experience as evidence of leadership competence. Several ethos statements are also reinforced through rhetorical devices such as repetition and parallelism, which emphasize commitment and make important ideas more memorable.

This finding supports Charteris-Black's (2019) argument that political leaders strategically construct public identity through rhetorical choices. Similarly, Isaza-Restrepo (2021) explains that Trump frequently establishes ethos by projecting authority, confidence, and leadership. Therefore, ethos functions as a persuasive strategy that encourages audiences to perceive Trump as a trustworthy and experienced political leader.

4.2.2 Pathos as a Persuasive Strategy

The findings reveal that pathos is the most dominant rhetorical appeal, appearing 37 times throughout the speech. Pathos was identified through emotional expressions, personal experiences, tragic events, patriotic messages, religious references, and descriptions of social problems. These findings indicate that emotional persuasion plays a central role in Trump's rhetorical strategy. According to Aristotle (2004), pathos influences persuasion by affecting the audience's emotions. In this study, pathos was identified through linguistic features such as emotive words, vivid descriptions, personal narratives, religious expressions, and references to national identity. These language features function as indicators because they are intended to evoke emotions such as sympathy, fear, hope, gratitude, and national pride.

One of the strongest examples appears in Trump's narration of the assassination attempt against him. By describing the incident through vivid and emotional language, he attempts to establish sympathy and emotional

identification with the audience. Emotional appeals also appear in discussions of inflation, crime, immigration, and national security, where emotionally charged expressions encourage audiences to perceive these issues as urgent national concerns.

These findings support Charteris-Black's (2019) explanation that political speakers frequently employ emotional narratives to strengthen persuasion. Likewise, Isaza-Restrepo (2021) argues that Trump relies heavily on emotional engagement to create solidarity and strengthen support among his audience. Therefore, the dominance of pathos demonstrates that emotional persuasion serves as Trump's primary persuasive strategy throughout the speech.

4.2.3 Logos as a Persuasive Strategy

The findings show that logos appeared 25 times in Trump's speech. Logos was identified through statistics, numerical expressions, factual claims, policy explanations, and cause-and-effect reasoning. These findings demonstrate that Trump also employed logical appeals to support his political arguments. According to Aristotle (2004), logos persuades audiences through reasoning and evidence. In this study, logos was identified through linguistic features such as numerical expressions, statistical information, factual references, and causal reasoning. These features provide logical support for the speaker's arguments by presenting information that appears measurable and evidence-based.

Trump frequently refers to economic statistics, government spending, military budgets, immigration figures, and policy outcomes to strengthen his political message. He also explains cause-and-effect relationships, such as arguing that reducing energy costs will lower transportation and manufacturing expenses. These communication techniques encourage audiences to evaluate his proposals through rational consideration.

This finding supports Charteris-Black's (2019) explanation that political rhetoric employs logical evidence to strengthen persuasive arguments. Similarly, Prafitri and Nasir (2023) explain that logos is commonly realized through factual information and logical reasoning in political discourse. Although logos

contributes significantly to Trump's persuasive strategy, its frequency is lower than pathos, indicating that logical arguments mainly function to reinforce emotional persuasion.

4.2.4 Dominant Rhetorical Appeal in Trump's Speech

Based on the findings, pathos is the dominant rhetorical appeal in Donald Trump's speech, with 37 occurrences, followed by logos 25 occurrences and ethos 18 occurrences. These results indicate that Trump relies more heavily on emotional persuasion than on credibility or logical reasoning. The dominance of pathos suggests that Trump's persuasive strategy is designed primarily to influence the audience's emotions. Through personal narratives, tragic events, patriotic expressions, and emotionally charged descriptions of national issues, Trump attempts to create sympathy, fear, hope, and national pride. Ethos and logos function as supporting strategies that reinforce this emotional persuasion by strengthening the speaker's credibility and providing logical justification for his political arguments.

Overall, the findings confirm Aristotle's theory that effective persuasion involves the interaction of ethos, pathos, and logos. However, in Trump's speech, pathos plays the most significant role because emotional engagement becomes the primary strategy for influencing audience attitudes and strengthening support for his political message.