

**People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
University Abderahmane Mira of Bejaia
Faculty of Arts and Languages
Department of English**



**A Comparative study of persuasive Strategies in Lincoln's Gettysburg
Address and Volodymyr Zelensky's 2022 Speech to the U.S. Congress**

*A Dissertation Submitted in Partial Fulfilment of the Requirements for a Master's
Degree in Linguistics.*

Prepared by:

RymaKeffous and Saliha Kebbi

Supervised by:

Dr. Lynda Messaoudene

Board of Examiners:

President:Dr.BakourAmel

Examiner:Dr.AziriThiziri

Academic year:2024/2025

Dedications

This dissertation is the culmination of years of learning, hard work, and constant effort throughout my academic journey. .it would not have been possible without the support of those around me.

I want to dedicate my work to my dear parents, who have always been by my side. They gave me strength and supported me from the beginning. No words can express my gratitude for everything they have done for me.

To my brothers and friends, their presence, encouragement, and laughter have lightened even the heaviest days.

My supervisor was always present when we needed her. She believed in our capacities and encouraged us whenever we felt like giving up.

Moreover, I thank my best friend and thesis partner, Ryma, for the teamwork, patience, and sleepless nights we spent working, supporting each other, pushing through together, and sharing determination that made this work possible. This work is dedicated to all of you, with heartfelt gratitude.

Salîha

To the cherished memory of my beloved father, a tough life did not offer him the chance to see me in my graduation. His dream has lived on in my heart and driven me forward every step of the way. This achievement is a tribute to his enduring love and guidance.

To the candle of my life, my dearest mother, who has always believed in me, for her endless love and prayers, which have been my foundation in every step of my life.

To my siblings, Sofiane, Yazid, and Eldjida, for always standing by my side.

To my dear friends Sarah, Karima, Feriel, Hsousou, Walid, Fairouz, and Mouna, for their kindness, encouragement, and unwavering friendship, which meant the world to me. Especially to my dear “Chali,” whose constant support, shared dedication, and friendship made every step of this journey more meaningful and less challenging.

Moreover, I have finally achieved my dream after years of perseverance, determination, and resilience. With deep gratitude and love, I dedicate this work to all of you.

Ryma

Acknowledgment

First and foremost, I would like to express my deepest gratitude to Allah for giving us the strength, patience, and courage to complete this modest work. Without his blessings, we could not be here.

To start, we would like to express a special thanks to our supervisor, Dr. Lynda Messaoudene, for her guidance, insightful feedback, and encouragement throughout every stage of this research, which significantly impacted the completion of our work. I also owe an outstanding debt of gratitude to the committee members, Dr. Bakour and Dr. Aziri, for their acceptance to evaluate this work, and for their comments and remarks that will help us to improve our dissertation.

We extend our heartfelt appreciation to the jury members for taking the time to read and evaluate our thesis and for their constructive comments. We also extend our appreciation to the members of the Department of English at the University of Bejaia.

We would also like to sincerely thank our families and friends for their unconditional love and encouragement. Their belief in us gave us the strength to keep going and overcome all the challenges.

Finally, thanks to all who have supported and contributed to this dissertation.

Abstract

The present study is a comparative analysis of two political discourses delivered in different periods: Abraham Lincoln's Gettysburg Address and Volodymyr Zelensky's speech to the U.S. Congress. The main aim of this research is to analyze the language used by both leaders, by examining the persuasive strategies used as a central objective, referring to Aristotle's framework (Aristotelian rhetorical appeals) which are ethos (credibility), pathos (emotions), and logos (logic, reasoning), in addition to the analysis of figurative language and lexical semantic choices to understand the content and style of each utterance. In this thesis, we have opted for a qualitative research approach, complemented by limited quantitative analysis. The sample of this research is Lincoln's Gettysburg Address, which was delivered during the American Civil War on November 19, 1863, in order to honor the soldiers who died during the battle of Gettysburg, and Zelensky's speech to the U.S. Congress delivered during the Russian invasion of Ukraine on December 21, 2022. The findings revealed that both politicians used a variety of persuasive strategies, including ethos, pathos, and logos principles. The results also showed that both leaders mainly enhanced credibility and used emotion to persuade. Both Lincoln and Zelensky relied more on pathos, which appealed to the audience's feelings and emotions by using emotive words to attract the attention of the American audience. Lincoln also used logos by giving logical reasoning and facts to convince his audience. In contrast, Zelensky focused on ethos to show his credibility and the importance of international help through his speech. They also utilized literary devices, such as metaphor, parallelism, antithesis, repetition, and lexical semantic choices, reinforcing each speaker's persuasive impact. It also highlights a significant difference in the evolution of persuasive strategies, even though both leaders used rhetorical appeals, figures of speech, and lexical semantic choices. However, contemporary speeches used informal language, included personal stories, and consisted of multimedia elements. We recognized that despite the differences in situations and historical contexts, both speeches succeeded in using language as a strong tool of persuasion.

Key words: Aristotelian Rhetorical Appeals, Discourse Analysis, "Ethos, Pathos, Logos", Persuasive Strategies, Political Speeches, "The Gettysburg Address", Zelensky's 2022 speech.

List of Abbreviations

DA: Discourse Analysis.

CDA: Critical Discourse Analysis.

CA: Conversational Analysis.

EC: Ethnography of Communication.

ComDA: Comparative Discourse Analysis.

U.S: United States of America.

UCLA: University of California, Los Angeles.

FTA: Face Threatening Act.

List of tables

Table 1: Frequency distribution and percentage of rhetorical strategies in Lincoln.....	33
Table 2: Examples of synonymy in Gettysburg address.....	40
Table 3: Examples of antonymy in Gettysburg address.....	40
Table 4: Examples of metonymy in Gettysburg address.....	41
Table 5: Examples of hyponymy in Gettysburg address.....	41
Table 6: The division of zelensky's speech.....	42
Table 7: Frequency distribution and percentage of persuasive strategies in Zelensky.....	44
Table8: Frequency distribution and percentage of persuasive strategies by Lincoln and Zelensky	44
Table 9: Examples of synonymy in Zelensky's speech.....	61
Table 10: Examples of antonymy in Zelensky's speech.....	62
Table 11: Examples of metonymy in Zelznky's speech.....	63
Table 12: Examples of hyponumy in Zelensky's speech.....	64

List of figures

Figure 1: Aristotle's persuasive appeals	18
---	----

Table of contents

Dedications.....	I
Acknowledgment.....	I
Abstract.....	II
List of Abbreviations	III
List of tables.....	IV
List of figures.....	V
Table of contents	VI

General introduction

1.Statement of the Problem.....	2
2. the aim of the study.....	2
3.Research Questions	2
4.Significance of the Study	2
5.Organization of the Study	3

Chapter One: Theoretical Background

Introduction.....	5
-------------------	---

Section One: Introducing Discourse Studies

1.1What is Discourse?.....	5
1.2Defining Discourse Analysis	6
1.3Approaches to Discourse Analysis	7
1.3.1Critical Discourse Analysis (CDA).....	7
1.3.2Conversational Analysis (CA)	8
1.3.3Ethnography of Communication (EC)	9
1.4Comparative Discourse Analysis (CDA).....	10

Section Two: Persuasion and Persuasive Strategies.....

2.1What is Persuasion?	10
2.2Persuasive Strategies.....	11
2.3Defining the Concept of “Rhetoric”	12
2.4Persuasive Strategies and Political Discourse.....	13
2.5Political Discourse	13
2.6Types of persuasive speech.....	14
2.7Language and power	14

2.8	Contemporary and Traditional Models of Persuasive Language	16
	Section three: Aristotle’s Persuasive Appeals	17
3.1	Aristotle’s Persuasive Appeals: Ethos, Pathos, and Logos	17
	Section Five: Literature Review	20
	Chapter Two: Research Methods, Analysis, and Discussion of the Findings	
	Section One: Research Methodology	28
1.1	Sample.....	28
1.2	Overview of the Two Presidents and their speeches	29
1.3	Research Methods	30
1.4	Data Collection and Analysis Procedures	31
	Section Two: The Analysis	32
2.1	Abraham Lincoln’s Gettysburg Address.....	32
2.1.1	The Aristotelian persuasive strategies in Abraham Lincoln's Gettysburg Address	32
2.1.2	The figurative language	37
2.1.3	Lexical semantics	39
2.2.2	Volodymyr Zelensky's 2022 Speech to the US Congress	42
2.2.1	The Aristotelian Persuasive Strategies in Volodymyr Zelensky’s Speech	42
2.2.2	The Figurative Language	53
2.2.3	Lexical Semantics	60
	Section Three: Discussion of the Findings, Conclusion, Limitations, and Suggestions for Further Research	64
3.1	Major Findings	64
3.2	Discussion of the Results	66
3.3	Limitations of the Study	68
3.4	Suggestions for Further Research	68
	General Conclusion	
	References	72
	Appendix A: Abraham Lincoln’s Gettysburg Address	80
	Appendix B: Volodymyr Zelensky’s Speech to the U.S. Congress.....	81

General Introduction

Language is crucial in shaping public perception, influencing opinions, and driving political action. Throughout history, political leaders have relied on carefully tailored discourse to influence public opinion, foster national unity, and justify their decisions (Horbenko, 2023).

Building on this foundation, it becomes evident, that the power of political discourse is particularly marked during key historical moments, as persuasive language in politics not only appeals to emotions but also encourages people to take action (Harutyunyan & Yeghiazaryan, 2021). Throughout history, certain speeches stand out as defining moments that reflect the political climate of their time and demonstrate the effectiveness of communication. Among them, Abraham Lincoln's Gettysburg Address (1863) and Volodymyr Zelensky's 2022 speech to the U.S. Congress are prime examples of effective political rhetoric, despite being delivered in very different historical periods.

During an important period in the American Civil War, Abraham Lincoln delivered a speech that would be remembered for a long time. The Gettysburg Address, delivered on November 19, 1863, is widely regarded as one of the most impactful speeches in American history. It is known for its concise, powerful words, categorized by a mix of brevity, eloquence, and clarity, that are matched only by its profound emotional appeal (Hordecki & Nosova, 2023). Lincoln's address aimed to honour the dead soldiers, reaffirm liberty, and call for unity in conflict. The strength of his rhetoric is demonstrated by how strong the message of unity was in a divided nation. At this point, Lincoln persuades his audience to keep fighting for the principles of democracy, employing various rhetorical devices, from pathos to ethos, linking his message to the American Dream.

Long after Lincoln's Gettysburg Address, while Russia invaded Ukraine, President Volodymyr Zelensky addressed the U.S. Congress on December 21, 2022. His speech was marked by immensely impactful emotional appeals calling upon the United States government and American legislators to provide military and financial assistance to Ukraine to preserve the country's sovereignty and independence. He sought empathy and action by emphasizing the shared principles of democracy while reminding everyone that fighting tyranny and defending freedom remains a universal cause (Bhattacharjee & Lively, 2023).

In examining the rhetorical strategies of both leaders, it is evident that they notably resorted to pathos to influence historical events and shape national narratives.

This research is a comprehensive comparative analysis of both leaders' language, structure, and rhetorical devices in response to such influential speeches. This analysis, conducted within Aristotle's framework of three appeals, "ethos, pathos, and logos," emphasizes the power of rhetoric in political discourse. It provides valuable insights into how language can be effectively used to mobilize a nation and shape global opinion.

1. Statement of the Problem

Political speeches have long been powerful tools for persuading, uniting people, driving action, and shaping public opinion. Although many studies have examined rhetorical impact of Abraham Lincoln's Gettysburg Address and Volodymyr Zelensky's speech to the U.S. Congress separately, there is limited research comparing their use of persuasive strategies. This study addresses this gap by analyzing the rhetorical techniques employed in both speeches, providing insights into their similarities, differences, and the adaptability of persuasive discourse across different eras.

2. The Aim of the Study

First, this study compares the persuasive strategies employed in Abraham Lincoln's 1863 Gettysburg Address and Volodymyr Zelensky's 2022 speech to the U.S. Congress. Second, it focuses on identifying their rhetorical techniques, examining the influence of historical and cultural contexts, and evaluating the effectiveness of these strategies in achieving their communicative purposes. Finally, the study aims to analyze the use of figures of speech and lexical devices to comprehend their contribution to the speech's persuasiveness and emotional impact.

3. Research Questions

Based on what is mentioned above, this present study attempts to answer the following questions:

1. What persuasive language strategies are used in Lincoln's Gettysburg Address, 1863, and Zelensky's 2022 speech to the U.S. Congress?
2. How do persuasive strategies in political discourse evolved across different historical contexts?
3. What are the figures of speech and the lexical semantics used by both leaders?

4. Significance of the Study

Discourse Analysis is an approach in linguistics, that examines how language is used in real-world contexts, considering the social and political factors that shape communication. Ultimately, this thesis draws its significance from the limited attention given to comparative critical discourse analysis of political speeches across different historical contexts. To the researcher's knowledge, no existing studies have directly analyzed and compared Abraham Lincoln's Gettysburg Address and

Volodymyr Zelensky's 2022 speech to the U.S. Congress, particularly using Aristotle's rhetorical framework. Moreover, the study explores under-examined areas such as figures of speech and lexical semantics in political discourse, offering a deeper linguistic perspective.

5. Organization of the Study

This research paper is organized into two main chapters, preceded by an introductory section and followed by a concluding section. The introduction provides an overview of the chosen topic, outlining the statement of the problem, questions, aim, significance of the study, corpus, and organization of the study. The first chapter focuses on the theoretical framework, which is divided into five sections. The first section introduces discourse studies (what discourse is, discourse analysis, approaches to DA, comparative discourse analysis). The second section discusses the concept of persuasion, persuasive strategies, and political discourse. The third section provides a brief overview of the two presidents, in addition to their speeches. The fourth section explains Aristotle's persuasive appeals (ethos, pathos, logos). The fifth and last section is dedicated to the review of previous relevant studies. The second chapter focuses on research methods, analysis, and discussions of the Findings. It is also divided into three sections. Section one details the research methods and procedures, including the selected sample. Section two presents a comparative analysis of both speeches. Finally, Section three draws conclusions, outlines limitations, and provides future research recommendations.

Chapter One

Chapter One: Theoretical Background

Introduction

This chapter provides the theoretical foundation of the study, organized into five sections. It explores key concepts and contextualizes the persuasive strategies employed by Abraham Lincoln and Volodymyr Zelensky in their respective speeches. The first section is dedicated to discourse studies, explaining how language constructs meaning, power, relations, and social identities. The second section introduces the initial interest “rhetoric and persuasion”, analyzing how language is used to influence people, particularly in political contexts. The third section provides an overview of the two leading figures in this study, i.e., Abraham Lincoln and Volodymyr Zelensky, highlighting their historical contexts. To frame our analysis, section four adopts Aristotle’s rhetorical framework, which categorizes persuasive appeals into ethos (credibility), pathos (emotion), and logos (logic). Finally, the chapter concludes with a review of related studies, examining what other researchers have found about political discourse, rhetorical strategies, and persuasive communication.

1.1 Section One: Introducing Discourse Studies

In this section, Discourse Analysis (DA) is introduced as a crucial framework for understanding the complexities of communication in our research. Its fundamental principles are outlined to help readers grasp and understand how language functions across different contexts and facilitates interaction. However, before defining DA, it is necessary to first clarify what discourse is.

1.1.1 What is Discourse?

In modern science, the term “discourse” has acquired various interpretations and encompasses various meanings. However, there is no single, universally agreed-upon definition of discourse among linguists. Nonetheless, one commonly accepted perspective is that discourse analysis focuses on language use in relation to context and participants. As Henry and Tator (2002) stated, language is not just about words; it is never neutral because it is shaped by the social contexts, historical influences, and power dynamics in which it is used.

Linguistically, the term "discourse" comes from the Latin word "discursus," which meant "conversation" (McArthur, 1996). It has been in use since the 14th century. Over time, its meaning expanded from simple conversation to more systematic and structured ways of speaking and sharing ideas. As Derrida (1987, p. 280) stated, “When language invaded the universal problematic... everything became discourse.” In other words, when language became the primary focus of

philosophy and critical thinking, everything related to knowledge and communication became understood as part of discourse.

Furthermore, in linguistics, discourse refers to a unit of language larger than a single sentence. This field of study focuses on the form and function of language in communication rather than just its smaller grammatical components, such as phonemes and morphemes. It was developed mainly by Teun van Dijk, who examined how larger linguistic structures like sentence structure and context help create meaning in communication (Ritchard, 2024).

1.1.2 Defining Discourse Analysis

The term "discourse analysis" can be defined from different perspectives, although scholars have noted the difficulty of arriving at a comprehensive and universally accepted definition. Broadly, discourse analysis (DA) studies how people use language in real-life situations, looking at the whole texts and conversations instead of just individual sentences.

Zellig Harris first introduced the concept, "Discourse Analysis," in his 1952 articles, describing it as the study of language beyond the single sentence, focusing on how sequences of sentences create organized and meaningful discourse (conversations) (Harris, 1952). Additionally, DA emerged as a subject of interest in various fields in the late 1960s and 1970s. Two related terms developed: *text linguistics*, which examines written texts from different subjects and styles, and discourse analysis, which focuses on spoken and written language, considering how people think and interact while communicating (Celce-Murcia & Olshtain, 2020).

At its core, discourse has been a subject of interest for many researchers and has been extensively studied. Brown and Yule (1983) stated that when we study a language, we need to look at how it is used in real-life situations (context and function of what is being said), not just the structure of sentences or how words are put together (grammatical forms and rules). They emphasized that language should not just be looked at for its structure but also for its role and use in human interaction. This suggests that understanding language requires analyzing its use in various contexts to convey meaning and achieve specific objectives (Brown & Yule, 1983).

Accordingly, Onadeko (2000) expresses his perspective on discourse by stating that,

"It is the scientific study of naturally occurring (i.e., spontaneous) conversation (or what is meant to be rendered in written mode which exists between at least two participants in a social context" (Onadeko, 2000, p. 83).

This means that discourse refers to the study of real conversations that reflect how people communicate in everyday settings. These conversations happen at least between two participants interacting in social settings, and they can be either spoken (verbal, like face-to-face talks) or written (nonverbal, such as messages or emails). Thus, the focus is on trying to understand communication in social environments, where interactions are shaped by the context and people involved.

To sum up, DA's strength is that it allows researchers to investigate the functions of language and how meaning is constructed in different contexts. In other words, DA does not just look at the words used in communication but also at the context, structure, and social dynamics that shape how meaning is created and understood (Delve, 2023). This method can be applied to spoken and written language, aiming to uncover the hidden power relationships and social identities expressed and shaped through language.

1.1.3 Approaches to Discourse Analysis

1.1.3.1 Critical Discourse Analysis (CDA)

One of the most popular and widely practiced approaches in discourse studies is Critical Discourse Analysis (CDA), sometimes also called Critical Discourse Studies (CDS). It is considered one of the foremost approaches to discourse studies. CDA studies how language either maintains or challenges inequalities of power, such as those based on gender or race. It is not a single method; instead, it borrows from diverse research conductors in the humanities and social sciences to analyze the bigger picture (Van Dijk, 2015). Likewise, Baker and Ellece (2011) consider CDA to enable the investigation of strongly held speaker ideologies and concepts that permeate all the meaning of words purposefully chosen in speech. In short, ideologies are the ideas, beliefs, and objectives that determine how a speaker views a situation in contrast to an audience.

According to a model proposed by Norman Fairclough (1989), CDA is a three-stage analysis involving linguistic features and the conditions of both production and interpretation in the broad social context in which it is situated. Fairclough argues that discourse is far more than just text. However, it is part of a more extensive social interaction process to reveal how language shapes and is shaped by social power dynamics, the analysis is carried out at three levels, including: micro (descriptive), meso (interpretative), or macro (explanatory), each has its function (Golbasi, 2017; YOGUN, 2022).

Fairclough's Critical Discourse Analysis (CDA) model gave us a way of seeing how language functions to communicate in the world and a means of producing particular ideas, ideologies, and power relations between persons. The model allows one to see how language can be employed when communication is taking place between the speaker (addresser) and the person receiving the message (addressee) (YOGUN, 2022).

Central to the CDA concept is that each use of language or "discourse" represents a "communicative event." Essentially, any time language is employed to interact, share meaning, or influence thought, it is a communicative event.

Fairclough's (1995) model of critical discourse analysis operates on three analytical levels :

- **Textual Analysis (Micro-level):** Here, emphasis is placed on analyzing the text itself- how language, grammar, vocabulary, and structure work to reveal hidden meanings and power relations. It also looks into stylistic and formal aspects of the text.
- **Interaction (Meso-level):** Here, what is under study is how the text is produced, consumed, and distributed. It is an interdisciplinary research approach that employs detailed cases of communication events and situations to understand cultural and contextual aspects of communication.
- **Contextual Analysis (Macro-level):** This considers the broader social and cultural context in which the discourse operates. It explores how language use reflects and reinforces power structures, ideologies, and societal norms

1.1.3.2 Conversational Analysis (CA)

Conversation Analysis (CA) was developed in the 1960s and early 1970s at the University of California, Los Angeles (UCLA), led by sociologist Harvey Sacks, along with Emanuel Schegloff and Gail Jefferson (Wooffitt, 2008). This field aims to detail the methods people employ to create and interpret meaning in real-life communicative settings. CA revealed that everyday exchanges follow a clear, systematic order that can be observed and analyzed, this means that when people engage in their everyday conversations, some recognizable patterns and rules guide how they interact, focusing on how they talk and understand each other, as well on how language is used, not just what is being said. (Mclead, 2024).

One of the key Contributions to CA was Shegloff's 1992 work on repair organization, which refers to the process by which speakers address problems in speaking, hearing, or understanding during interaction. Repair mechanisms are essential for maintaining effective communication and ensuring

mutual comprehension between individuals (Wooffitt,2005). Shegloff (1977) identified four types of repair stages:

- Self-initiated-repair: The speaker recognizes and corrects their mistakes within the same turn or right after.
- Self-initiated other-repair: The speaker points out an issue in their speech, and another participant corrects it.
- Other-initiated self–repair: Another participant identifies a problem in the speaker’s utterance and encourages the speaker to correct it.
- Other-initiated other-repair: Both participants identify the problem and provide correction.

1.1.3.3 Ethnography of Communication (EC)

The Ethnography of Communication (EC/EOC) came about in the 1960s due to the work produced by North American anthropologist, folklorist, and linguist Dell Hymes. It has been defined as a research approach wherein detailed communication events and situations are used to understand communication's cultural and contextual aspects. EC provides a strong theoretical foundation and a structured methodological framework that allows discourse and other communicative sign systems to be analyzed and interpreted in everyday interaction and mediated practices (Noy, 2017). Hymes (1962) coined the term "ethnography of speaking," noting that speech is not merely a matter of words but also encompasses every kind of communication, including gestures, facial expressions, and even silence. For this reason, Hymes felt that this broader form of communication should be comprehensively studied to understand any culture fully and clearly. This notion was developed further into "Ethnography of Communication" (EC) by (Gumperz&Hymes, 1964; 1972), who stated that language studies ought to be based on the anthropological view that language is the primary vehicle of culture, alongside the linguists' view that language is a structure of cultural conduct.

From this viewpoint, we can notice that the ethnography of communication examines language in terms of its social and cultural context. Unlike traditional linguistic studies focusing on language structure, EC looks at how language is used in various settings and the social rules that guide communication. As members of speech communities and social networks, speakers connect certain language styles and topics with particular cultural settings. As a result, communicating effectively is closely linked to understanding the culture, including the knowledge and skills people bring to different social interactions.

1.1.4 Comparative Discourse Analysis (ComDA)

Comparative Discourse Analysis is a relatively new area of study that emerged in France through the efforts of the Cediscor research group (Centre de recherche sur les discours ordinaires et spécialisés), later renamed Clesthia (Axe Sens et Discours) (Sarda, 2021). This group, established in the 2000s in Brazil, played a crucial role in shaping the CDA and its methodologies. It has evolved to examine more than just comparing different languages; it also focuses on analyzing various cultural viewpoints.

As in today's globalized world, where many cultures such as traditional social, cultural, and linguistic boundaries are becoming less distinct and clear, CDA has gained significant relevance. Researchers investigate how language influences identity, power structures, and societal norms by examining discourse from diverse geographical and social groups. Meanwhile, this approach enables researchers to gain meaningful insights into how language functions across various settings, ultimately enhancing their analytical approach (Williams, 2024).

To conclude, while this study focuses on comparative discourse analysis as a key concept in our study, we should briefly touch on some key points of critical discourse analysis as an approach to (DA). Moreover, it is important to note that scholars define discourse from different perspectives and viewpoints, as there is no universally accepted definition.

1.2 Section Two: Persuasion and Persuasive Strategies

In this section, we define persuasion and examine the persuasive strategies employed in political discourse. Our study focuses on the rhetorical appeals in political speeches, specifically Abraham Lincoln's Gettysburg Address and Volodymyr Zelesnyky's speech to the U.S. Congress.

1.2.1 What is Persuasion?

Persuasion is the fact of shaping how someone feels, thinks, or acts through the way we communicate; we often use it to share ideas and connect with others. It is a powerful tool that helps us express ourselves and potentially change minds. Cherry (2023) described persuasion as a process of influencing others to reconsider their opinions or actions; it allows the audience to evaluate the message and decide whether to accept or not. This form of influence profoundly impacts people's behavior and decisions. Symbols, such as words, pictures, and sounds, form the foundation of persuasive communication, which can be expressed directly or indirectly through various media platforms or direct interaction. Understanding persuasion enables individuals to recognize how they are influenced by various messages.

Persuasion is described by Lakoff (1982) as “an attempt or intention of one party to change the behavior, feelings, intentions, or viewpoint of another by communicative means” (as cited in Hardin, 2010, p.155), this means that persuasion is the use of language and other communication tool to influence someone else’s thoughts, emotions or behavior, Brown and Levinson (1987) considered persuasion as a face-threatening act (FTA) because it imposes on the hearer’s negative face, which means their desire for autonomy and freedom. Since persuasion involves influencing someone’s decision or behavior, it can be seen as an imposition. Persuasion is when a speaker tries to get their audience to take action(Searle,1969). This means it is about sharing information and motivating or pressuring the listener to act.

On the other hand, Ross (1994) argued that persuasion is a strategic and ethical process that relies on logical reasoning, effective persuasive techniques, and credibility to convince and inspire others to behave in a desired manner. After conducting numerous studies, Hardin (2010) found that the primary objectives of persuasion are memorability (ensuring the audience retains the message), force (enhancing its impact through emotional and logical appeals), and participation (encouraging listener engagement and responses) That is to say, persuasion is a fundamental aspect of human communication that influences how people think, feel and act in response to a message.

1.2.2 Persuasive Strategies

Persuasive strategies or techniques are specific approaches used in several domains to persuade the audience and establish the credibility and trustworthiness of the speaker. Among the most well-known appeals, Aristotle’s three modes of persuasion: ethos (credibility), pathos (emotions), and logos (logic), an effective orator must skillfully integrate all three elements of persuasion. To achieve this, Aristotle suggested that the speaker should possess three essential qualities: phronesis, which refers to practical wisdom gained through experience; arete, representing strong moral character; and Enunio, which signifies sincere and well-intentioned communication with the audience (Dlugan, 2010).

Browse (2018) asserted that targeting emotions is the most effective way to influence the audience, and speakers need to employ various techniques, such as sensory details, nostalgic references, and shared experiences, to evoke positive or negative emotional responses. Johnstone (2008) identified several key techniques that enhance the effectiveness of persuasive discourse, helping speakers strengthen their arguments and persuade their audiences. The first technique is supporting claims with evidence, which enhances credibility and reinforces the logical structure of an argument. Using Inclusive and Exclusive Language, such as pronouns like we, us, and our, fosters a sense of

solidarity or distinction. Another crucial technique is using figurative language, including metaphors, similes, and other figures of speech, which make arguments more memorable and emotionally engaging.

1.2.3 Defining the Concept of “Rhetoric”

The term “rhetoric” originates from the Greek word *rhetoric*, which can be translated as “the art of speech or of a speaker” (Classical Conversations, 2017). It refers to the purposeful use of language to achieve a specific objective. One of the most well-known and oldest definitions comes from Aristotle, who stated, “Let rhetoric be defined as an ability, in each case, to see the available means of persuasion” (Kennedy, 2007, p. 37). In contrast, Locke (1690) viewed rhetoric differently, arguing that it is an artificial skill rather than an art. He believed rhetoric served to introduce false ideas and was a powerful tool for manipulating an audience’s emotions.

Kennedy (2007) also described rhetoric as a form of mental or emotional power used in conversation to influence situations in the speaker’s favour. In other words, rhetoric involves using persuasive language that combines emotional appeals with logical arguments to influence the audience. However, Richard (2008) stated that “phrases that sound good but express little of a speaker’s real-life beliefs account as rhetoric” (p. 3). This means that rhetors do not always express their true beliefs; rhetoric can be a tool for manipulation, enabling speakers to influence their audience. According to Corbett (1993), rhetoric is an art that facilitates communication by informing, persuading, and motivating an audience in a given situation. Aristotle categorized the art of speaking into three modes: *Ethos* (credibility), *Pathos* (emotions), and *Logos* (logic and reasoning) (Kennedy, 2007).

➤ Types of Rhetorical Devices

Rhetors, in their efforts to persuade and engage their audience, employ various techniques, each with a distinct impact. Some of the most common rhetorical devices suggested by Chetia (2015):

- **Repetition:** Repeating words for emphasis.
- **Rhetorical Question:** Asking a question for effect rather than expecting an answer.
- **Analogy:** Comparing two things with similar characteristics to explain a concept.
- **Antithesis:** Presenting two opposing ideas to create contrast.
- **Metaphor:** Comparing one thing to another without using like or as

1.2.4 Persuasive Strategies and Political Discourse

1.2.5 Political Discourse

Political speeches are a crucial means for leaders to communicate their ideas, influence public opinion, and receive support, especially during crises (such as war or economic crises) or during election campaigns. The main objective of these speeches is to persuade the listener.

Van Dijk (1997) defined political discourse as “identified by its Actors or authors, politicians. Indeed, the vast bulk of studies of political discourse is about the text and talk of professional politicians or political institutions” (p.12), this means that political discourse considered as communication generated by politicians or political institutions, and then used to persuade and influence political decisions. He further explained that political discourse is not only about what is said or how it is said, but it is also concerned with the communicative situation, such as the audience, the speaker, their role, the occasion, and the objective. However, Grabber (1981) argued that political discourse occurs “when political actors, in and out of government, communicate about political matters for purposes” (p. 196). It means that political discourse is the discussion between government and non-government members, emphasizing that such interactions are purposeful, that is to say, political communication has a particular purpose, such as influencing public opinion, shaping policy, or furthering political objectives.

It is crucial to highlight that there is both a narrow and a broader understanding of political discourse. Van Dijk (1989) stated that political discourse consists of specific genres found within the political domain, such as parliamentary debates, governmental discussions, and speeches by politicians. This indicates that political discourse is an institutionalized and structured mode of communication with a particular structure, form, and set of guiding principles rather than an occurrence. In contrast, the broad definition of political discourse includes any communication act in which the speaker, listener, or material is politically significant and goes beyond formal political settings. Additionally, when broadly considered, political discourse takes multiple forms, including speeches at rallies, parliamentary discussions, regional and national political debates, election campaign discourse, and various phases of political language development. It also encompasses official political statements, media coverage of politics, online political discussions, and academic writings on political topics (Van Dijk, 1989). The growth of political discourse is strongly related to globalization, the increasing power of mass media, and advancements in communication technologies, which have significantly changed how political messages are communicated and interpreted (Sheigal, 2000). According to Chudinov (2006), this view encompasses various aspects,

such as the communicator's political position, discourse goals, perception of the audience and opponents, and the larger political environment.

According to Sheigal (2000), the main functions of political discourse are:

- Informative function: to transmit political events to the public.
- The argumentative function is to justify and explain political decisions.
- Persuasive function, which involves influencing and convincing the audience.
- Control function: manipulating the public consciousness.

1.2.6 Types of persuasive speech

In his book "On Rhetoric" (335- 322 BC), Aristotle identified three types of oratory: political, forensic, and ceremonial. Each type serves a different purpose and is used in a distinct context. Political (i.e., deliberative) speech aims to persuade the audience about what should and should not be done; this type focuses on the future. Forensic (or judicial) speech is about the past and is used mainly in legal or political discourse to determine guilt or innocence. Ceremonial speech, also known as epideictic, means actual praise or blame of a person at present (Kennedy, 2007).

Then recently, Bal (2024) provided three other kinds, which are: factual, it aims to determine the truth or falsity of an assertion, even though some can easily be proven through evidence while others are indeterminate due to a lack of conclusive proofs, specific claims, such as historical events or measurable facts, can be verified through research .however, complex issues like ethical debates are challenging to resolve definitely, often relying on personal beliefs rather than concrete evidence, and also predictions cannot be fully validated since they are speculative. The second is value, it deals with the morality of a given topic, it includes facts, though the idea that the speaker has interpreted the facts in such a way as to lead to an argument, it is highly subjective and impossible to prove the argument is entirely accurate or false. The third is called policy persuasive speech; it focuses on the speaker's support or opposition of a public policy, rule, or law. It is similar to a value speech, in which the speaker provides evidence supporting his/her position, but offers subjective conclusions from the facts he/she presents.

1.2.7 Language and power

Chilton defined language as "the universal capacity of humans in all societies to communicate," while by politics, he means "the art of governance" (Rozina & Karapetjana, 2009, p.111-112). This explains the close relationship between the two because language is the principal instrument used in political discourse, decision-making, and governance. Political leaders communicate, negotiate, and

shape society through language. If political systems were not organized and functioning, they could not exist. Therefore, language is crucial in shaping and moulding politics and society.

Political speech shares information and ideas with the public to persuade and influence them and gain their confidence. Politicians must use strong and strategic language to accomplish this. As Orwell (1946) famously stated, “Political language is designed to make lies sound truthful and murder respectable and to give an appearance of solidity to pure wind.” This statement further underlines the significant connection between language and power in political discourse. Leaders use rhetorical strategies to persuade the public, shape policy, and establish credibility and authority. Lakoff (1990) detailed the relationship between language, power, and politics: “Language is politics, politics assigns power, and power governs how people talk and how they are understood” (p. 7).

According to Kasanova (2013), an effective speech can be a powerful tool, mainly when the speaker uses strong language and presents convincing arguments. Two primary methods of exercising power are coercion and influencing public opinion. The first approach is inefficient because one cannot force a person to do something by using force. In contrast, the second is preferred, as persuasion allows people to be convinced through language (Fairclough, 2001).

Murcia (2011) stated that understanding the benefits of language and power enables individuals to communicate effectively and recognize power strategies, making them less susceptible to manipulation.

According to Beard (2000), studying political language is crucial for understanding how individuals utilize language to acquire, maintain, and exert power. In politics, language serves as a tool for delivering speeches and making statements. Likewise, Thompson (2005) argued that excessive discussion about something undermines its credibility and weakens its impact. This means that clear and direct language is more powerful. Understanding how language is exercised in authority entails examining basic frameworks such as socio-pragmatics and speech act theory, lexis and semantics, structures, forms of address, and phatic expressions (Moore, 2003).

To make their speeches effective and convincing, politicians use several strategies to ensure they are effective. One of these is Figures of Speech, like metaphors, similes, and analogies, which assist in overwhelming emotions and simplifying complex ideas. Further, the personal pronoun “we” is predominantly used to sanction that feeling of togetherness and cohesiveness. Incorporating real-life examples and anecdotes strengthens the arguments because they become easier to believe. With evidence, the arguments become credible. Other rhetorical devices, which strengthen speech by

repetition, parallelism, and rhetorical questions, among others, are used with ease. In addition to the techniques discussed above, using appropriate body language, gestures, facial expression, and even posture enhances confidence and is known as the power of presence (Nadeem, 2024).

1.2.8 Contemporary and Traditional Models of Persuasive Language

This study examines two speeches delivered in different historical contexts: one from the past and the other from the present. The first speech, Abraham Lincoln's Gettysburg Address (1863), exemplifies classical rhetoric, while the second, Volodymyr Zelensky's 2022 address to the U.S. Congress, reflects modern persuasive discourse.

Historically, persuasive rhetoric dates back to ancient Greece, particularly in the work of Aristotle, who provided the first comprehensive theory of rhetorical discourse (Kennedy, 2007). Where persuasion was defined as an art, he identified three famous key appeals: Ethos (credibility), pathos (emotions), and logos (logic). This indicates that Persuasion involves both the transmission of the message and its content.

However, there was a change in emphasis throughout the modern period, which Golden and Corbett (1968) characterized as one of the most important in rhetorical history. They noted that British and American academics began emphasizing rhetorical theory's artistic, literary, and performative elements rather than persuasion during this time. They also significantly broadened the concept of rhetoric to include literary and written forms. In that period, persuasive rhetoric developed beyond traditional rhetorical strategies, including psychological principles, media influence, and digital communication.

Cialdini (1984) identified six principles of persuasion, including:

- Reciprocity: People feel compelled to return favors.
- Commitment & Consistency: Once people commit to an idea, they tend to stick with it.
- Social Proof: Individuals follow the behavior of others, especially in uncertain situations.
- Authority: People are more likely to be persuaded by credible figures. Liking: Persuasion is stronger when people like the speaker.
- Scarcity: Limited availability increases value and desirability.

In short, while advancements in mass media and digital platforms have made it easier for us to interact, the basic principles of persuasion still influence people's opinions and decisions.

1.2.9 Section three : Aristotle's Persuasive Appeals

In this section, we delve deeper into each of Aristotle's persuasive appeals in detail, as they are the main framework of this study. We will also examine how they work, why they are effective, and how they can be applied in various rhetorical situations.

1.2.10 Aristotle's Persuasive Appeals: Ethos, Pathos, and Logos

This research was conducted in the context of Aristotle's framework, a basis for studying persuasive techniques. Ethos (credibility), pathos (emotional), and logos (logical) form the constituents of this model, and it does an exceptional job at analyzing and comparing the persuasive techniques used in Abraham Lincoln's Gettysburg Address (1863) as well as Volodymyr Zelensky's address to the U.S. Congress (2022). As one of the first philosophers to look into rhetoric, Aristotle talked about the different persuasion techniques, alongside other fundamental concepts of rhetoric genealogy, in his book *Rhetoric* (Panovski, 2023).

Aristotle's framework, rhetorical theory from classical antiquity, remains one of the foremost models for analyzing persuasive discourse. Its reliability is not confined to analyzing speeches from centuries past; modern political speeches are just as amenable to its rigorous methodology. Its value extends beyond historical texts by enhancing the speaker's persuasive appeal, emotional resonance, credibility, and connection with the audience. As Kennedy (2007) stated, "The modes of persuasion furnished by the spoken word are three kinds. The first kind depends on the personal character of the speaker, the second on putting the audience into a certain frame of mind, the third on the proof, provided by the words of the speech itself" (p.38). This explains the three appeals of persuasion: the first concerned with the speaker's character (ethos), the second related to the audience's feelings (pathos), and the third appeals to logical reasoning (logos).

According to the ancient Greek philosopher Aristotle (384-322 BCE), rhetoric is an art that allows one to develop "an ability, in each case, to see the available means of persuasion" (Kennedy, 2007, p. 37). It means that rhetoric is the study of comprehending and determining the best persuasive strategies for a particular circumstance. Kennedy's statement (2007) described "Ability" as a skill that can be learned and improved, "in each case" pertains to a particular context or situation, and "to see" centers on determination or evaluation. "The available means of persuasion" refers to ethos, pathos, and logos (the three modes of persuasion). To understand persuasive communication requires an understanding of Aristotle's model of communication, often called the "rhetorical triangle" or the "speaker-audience-message" model, since it stresses the interdependence of the speaker, the audience, and the message in the persuasion process (Panovski, 2023).

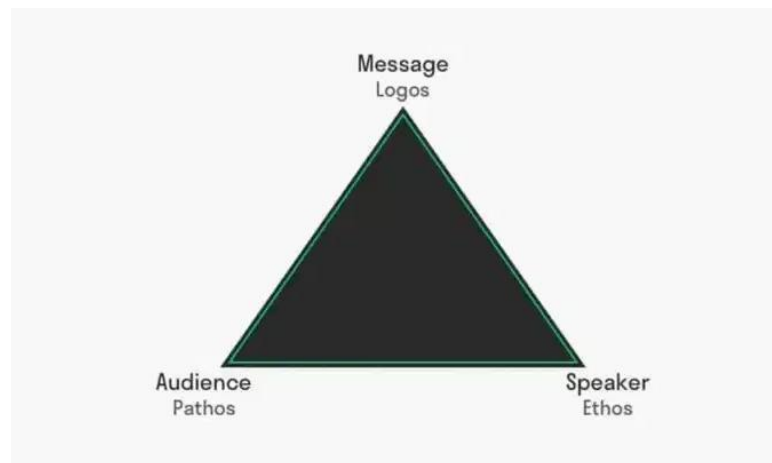


Figure 1: Aristotle's persuasive appeals

Kennedy (2007) States: “Aristotle identified three artistic modes of persuasion, derived from presenting the Character (ethos) of the speaker in a favorable light, awaking emotion (pathos) in the Audience to induce them to make the judgment desired, and showing the probability of what is said by logical argument (logos)” (p. 111). This means that Aristotle identified three persuasive appeals: ethos, which establishes the speaker’s credibility; pathos, which refers to emotions; and to express something logically, he has to use logos.

Ethos is one of the influential rhetorical appeals, implying the credibility or trustworthiness of the orator. According to Aristotle, ethos is a significant component of persuasion since it determines how the audience receives the speaker's integrity (Kennedy, 2007). The speaker's character is said to be built by speech and action, and therefore, their ability to persuade the listeners and inspire belief in the speaker. Alkhirbash (2016) added that Ethos depends on the speaker’s personality, which can be achieved by displaying qualities such as good sense, good morality, and goodwill. Kennedy (2007) states that Persuasion occurs through character when a speech is delivered in a manner that establishes the speaker’s credibility. In other words, the audience is more likely to trust and believe a speaker who conveys honesty, knowledge, and moral character. This trust extends beyond the speech’s content and encompasses the speaker’s attitude, tone, and confidence. Similitude, a rhetorical device that increases the speaker's credibility, links the speaker and the listener by highlighting common experiences and applying inclusive pronouns to establish a sense of unity and community. For example, when the speaker says “we” instead of " I, " it produces an impression of collective responsibility and objectives, strengthening the ethos (Various, 2018).

Pathos is the second rhetorical appeal, which attempts to engage an audience's emotions to convince or influence them. It appeals to feelings like hope, fear, joy, or anger to create a strong emotional connection between the speaker and the audience. According to Aristotle, pathos is the emotional appeal in persuasion, defined as the means of persuasion that appeals to the audience's feelings, evoking sympathy, anger, fear, or joy to convince their judgment. He explains that a speaker needs to be familiar with the hearer and know how to evoke them appropriately (as cited in Kennedy, 2007). Pathos refers to the emotional tone or atmosphere of a speech meant to influence the audience’s emotions or desires, and Persuaders need to evaluate the emotional state of their audience. This skill can be considered a form of empathy or emotional intelligence (Demirdogan, 2010). Similarly, Varpio (2018) asserted, “Pathos is the rhetorical appeal that focuses on the reader” (p. 209). In other words, pathos focuses more on the audience’s emotions rather than on the speaker, and the speaker should aim to evoke specific emotional responses through their speeches.

Logos is the third persuasion appeal; it refers to using reason and logic to persuade an audience. It involves the use of facts, figures, and logical argument. In Rhetoric, Aristotle defined logos as using reason, logic, and proof to influence an audience (2007). According to Demirdoğan (2010), Logos refers to the argument presented by the speaker, which targets the audience's intellect or reason and relies on their capacity to process information logically. To persuade rationally, the speaker must understand and adapt to the audience's cognitive processes (p.192). This means that the orator should choose their argument carefully to avoid typical errors in reasoning. Therefore, Varpio (2018) suggested that authors can use signposting in their speeches, such as first, next, finally, in contrast, to conclude, for instance. To guide the listeners, this helps the speaker to organize his ideas by creating the structure of the argument, indicating where they are, and providing indications about what comes next.

Persuasive language is a helpful tool for influencing the public, shaping opinions, and inspiring action in political speeches. The speaker seeks to establish credibility, evoke emotions, and construct logical arguments to transmit their message. By applying Aristotle's three modes of persuasion, the speaker naturally creates a bridge with the listeners that gets their attention and gains their trust.

This section concludes that speakers can achieve an effective communication style by understanding and applying these principles. Furthermore, this framework enhances the speaker's ability to persuade more effectively and builds a stronger connection with the audience by appealing to their emotions, credibility, and logic.

1.3 Section Five: Literature Review

Political discourse has become increasingly popular among scholars and linguists over the past years. Hence, the following section summarizes earlier research done in the current field.

Different political leaders have formulated persuasive speeches that aim to deliver a message and cause a reaction. Furthermore, throughout history, speeches have created public debates, influenced political discussions, shaped public diplomacy, and caused people to take action. Political speeches have been and always will be important to the community as they deeply influence public opinions. Rather than deep-thinking logic, political leaders intentionally wish to motivate emotions.

Psychological tactics such as ethos, pathos, and logos have created various political discourses. Political speeches motivate feelings and frame logical reasoning, significantly providing trustworthiness to the speech. A well-formulated speech covers key matters the audience needs, such as beliefs, aspirations, expectations, and even appreciation. He carefully positioned the phrase

in a context that many people from different backgrounds, cultures, and religions wish to associate themselves with.

As we can see, political speeches in modern society are deep-rooted and reflect our history. Whether we like it or not, whether directly or indirectly, history will always repeat itself. Thus, political discourse is essential in framing and influencing politicians and the public. Either way, political discourse significantly impacts public opinion and provides the backbone and support necessary to deal with major global issues.

One of the most important linkers in Western philosophy, Aristotle is particularly noted for his contributions to the field of rhetoric. His well-known work, composed over 2,300 years ago, is vital to rhetorical studies nowadays. Rather than just a historical text, Rhetoric still influences how we comprehend effective communication and social engagement in society; that is to say, it is a must-read for anybody in the art of persuasion. The researchers analyzed various persuasive strategies, such as the use of ethos (credibility), pathos (emotional appeals), logos (logical arguments), and figures of speech. Partington and Taylor's findings show that political leaders often rely on emotional appeals and repetition to strengthen their messages and create a sense of unity among listeners. They also emphasize using metaphors to simplify complex political issues and make them more understandable to the public. The study finds that political persuasion through language is complicated, determined by the rhetoric employed and the socio-political background in which it is presented. According to the study, political language conveys information, powerfully shapes public opinion, and helps politicians gain power.

In another research, Boritt and Holzer (2015) examined how a famous historical figure's mastery of language changed and helped divide the country during political and social upheaval. The study focuses on developing his writing and public speaking abilities, following his path from a person with limited formal education to a statesman whose words encouraged unity and perseverance. The study's primary objective is to determine how the individual's speeches and writings, including personal letters, legal documents, and public addresses, deeply reflected his comprehension of human nature, justice, and democracy. The authors also try to understand how these texts were not just about creating a vision of equality and freedom that would inspire future generations. The findings emphasize how his rhetoric is crucial in political and moral discussions today. They show how it has gone beyond simple communication to help repair a divided society and influence the country's core beliefs or principles. The study concludes that his rhetorical legacy still plays a crucial role in these discussions.

Rezaei and Nourali (2016) conducted a study examining the use of persuasive techniques by Iranian and U.S. presidents in political speeches. The main aim was to explore how language functions as a tool of power and persuasion within the socio-political contexts of Iran and the United States. The researchers compared President Hassan Rouhani's and President Obama's speeches, focusing on the frequency and types of rhetorical techniques employed. The study found several common persuasive strategies: metaphor, alliteration, repetition, and parallelism. The findings showed that although the leaders used similar strategies, a cultural difference existed in their choice and application. While Obama used figurative language, reflecting Western rhetorical traditions, Rouhani used more alliteration, reflecting his cultural and linguistic background. These findings highlight the interaction in political discourse among culture, power, and linguistic options.

In the same vein, Ghazani (2016) in his study of persuasive techniques in selected American presidential speeches argues that good political rhetoric is crucial for both recognition and persuasion of audiences. He quotes Aristotle's definition of rhetoric as the art of finding the best way of persuasion, emphasizing that it is not just a tool for manipulation but an integral part of political ethical participation. Aristotle argues that rhetoric necessitates a practical understanding of ethics, uniting intellectual virtues such as understanding, cleverness, and deliberation with the capacity for good judgment. This synthesis emphasizes virtue as being of prime significance to rhetorical practice, where the ability to speak well by advancing the appropriate arguments at the correct times and in suitable manners is paramount in rhetorical action. Zirak's critique also emphasizes that rhetorical strategies can validate appropriate self-presentation while simultaneously casting others in a negative sense, which proves the intricate role of ethos, logos, and pathos in political communication.

The article by Zinkovskaya et al (2020) explored how Political language is often viewed as a subset of mass media discourse, encompassing various forms of public consciousness and reflecting multiple communication spheres, including politics. This discourse plays a crucial role in forming public opinion, which is the secret of successful political communication. The success of political vocabulary depends on whether it fits with the prevailing political culture, a combination of shared beliefs, cognitive patterns, and ingrained norms in a socio-cultural group. The functions of figurative language in political mass media discourse reveal the linguistically shaped identity of a national culture. This identity integrates various value orientations developed historically, moral, ethical, aesthetic, and pragmatic. Examining these figurative elements enables a better understanding of the national linguistic consciousness and the worldview of political leaders.

In another study, Long (2020) analyzed Abraham Lincoln's Gettysburg Address as legal speech. He identified it as the best model of persuasive legal reasoning, focusing on how he effectively combined legal principles, rhetorical strategies, and emotional appeals to unify his audience and reinforce democratic principles. According to the study, Lincoln's speech demonstrates an exceptional capacity to simplify complex concepts into clear arguments. It emphasized how the structure, diction, and rhetorical devices employed in the Address make it a strong political statement and a representative of effective leadership communication. Long concludes that the Gettysburg Address is a good example of legal thought that can reach beyond its formal boundaries and profoundly impact a broader category of the public.

Kashiha (2022), in his study focusing on the persuasive implications of metadiscoursal markers in political speeches, examined how those strategies are used to produce persuasive discourse in this genre. Using a discourse analytic framework aligned with Hyland's (2005ab) interpersonal theories of meta-discourse, the study examined twenty-six speeches delivered by former US president Barack Obama to determine the frequency and persuasive functions of interactive and interactional devices. The findings revealed that the persuasive meanings derived from meta-discourse largely depended on context, frequently requiring the speaker to use various strategies to effectively organize their discourse, engage audiences, grab their interest, and promote arguments. Furthermore, interactional devices were used more often than interactive ones, indicating that expressing opinions about proposals and involving the audience are more important for creating a compelling political speech. The findings highlighted the importance of improving second-language speakers' comprehension of political discourse's linguistic and pragmatic conventions and how meta-discourse markers support the construction of persuasive communication.

Fallow (2022) performed an in-depth analysis of the rhetorical skills employed in a significant political speech. The study examined the linguistic, persuasive, and emotional strategies used to capture the listener's attention and achieve the targeted communicative goals. The research examined elements such as ethos, pathos, logos, and the organization of the main ideas in the speech. The findings revealed that the speech significantly combined emotional appeals with rational reasoning to create a sense of solidarity and urgency. The use of relatable historical comparisons and inclusive language had a substantial impact on engaging the listeners. The study also emphasized how nonverbal cues, such as tone and body language, can strengthen a speech's persuasiveness. James concluded that the speech exemplifies a masterful application of rhetorical techniques to address a diverse and influential audience.

Kelley (2023) examined the rhetorical strategies used in Lincoln's "Gettysburg Address" to discover its influence on American political discourse. This study emphasized how Lincoln's exact word choice and structure resonated with his contemporaries and continues to be studied as a masterpiece of oratory. The primary aim of Kelley's analysis is to dissect the rhetorical strategies used by Lincoln to unify a divided nation and reaffirm the principles of democracy and equality. The findings revealed that Lincoln's strategic use of brevity, repetition, and parallelism greatly enhanced the power of the speech, allowing it to transcend its immediate historical context and achieve universal appeal.

Gomaa (2023) uses a critical discourse analysis approach to analyze the political discourse of Ukrainian President Volodymyr Zelensky during the Ukrainian-Russian conflict. The study's primary aim is to examine Zelensky's speeches to identify his rhetorical devices and linguistic strategies for shaping public opinion, rallying international support, and achieving his political objectives. The research reveals the significant role of political discourse, especially in conflict situations, as a powerful force that shapes public opinion and influences political and cultural outcomes by providing insights into the complex relationship between language, power, and politics. Through this analysis, the study offers valuable insights and contributes to a deeper understanding of the role of discourse in contemporary political struggles.

Political leaders often craft their messages strategically to build trust, mobilize public support, and influence international opinion. Presidential rhetoric has been a focal point of scholarly attention as a significant tool for political communication, leadership, and governance. In another comprehensive study, Hordecki and Nosova (2024) studied how rhetoric reflects and shapes political strategies in times of crisis. Their study adds to this body of research by analyzing the rhetoric of Volodymyr Zelensky during Ukraine's ongoing geopolitical challenges. The authors claimed that Zelensky's rhetoric is a tactical tool deployed to achieve domestic and international objectives. They emphasized Zelensky's ability to adjust his rhetoric to the specific context demands. For example, his speeches to Ukrainian citizens invoke themes of resilience and unity, while his addresses to international audiences highlight Ukraine's democratic values and appeal for support. Hordecki and Nosova's (2024) analysis also sheds light on the interplay between rhetoric and leadership in crises, suggesting that rhetorical techniques can effectively influence leaders' credibility and authority during national emergencies. Zelensky's use of narrative techniques and symbolic language creates a sense of solidarity among Ukrainians and projects the nation's strength and determination.

In conclusion, the interpretation of presidential rhetoric is extended within the context of the study as it highlights that, overall, Volodymyr Zelensky used communication as an asset to handle domestic challenges and international relations. It places his rhetorical practice within a context of navigating demands for political resilience and his strategic leadership, offering a nuanced perspective on rhetoric as a resource for navigating challenging political conditions.

While many studies have been conducted on persuasive strategies in political discourse, few have examined the comparative analysis of speeches from such different historical and political contexts. The Gettysburg Address by Abraham Lincoln in 1863 is probably one of the most thoroughly examined pieces of rhetoric subjected to critical investigation in rhetorical studies. The rhetorical treatment of that event is seen as a potential for influencing the precepts of American national identity. Zelensky's address to the US Congress in 2020 is perhaps a modern-day example of political persuasive rhetoric under an international crisis. Despite the diversity of scholarship on these two icons individually, there is a significant gap in the literature comparing their persuasive strategies.

This research aims to fill that gap by analyzing how Lincoln and Zelensky use rhetorical tools, emotional appeals, and persuasive strategies in their speeches. It considers the distinct difficulties they faced: Lincoln during the American Civil War and Zelensky amid the Russian invasion of Ukraine. By examining these two speeches, this dissertation will contribute to understanding how political discourse adapts to different historical and cultural contexts while employing similar persuasive strategies to mobilize support and shape public perception.

The review of these articles explores persuasive language strategies in political speeches. However, we can notice that there is no article focused on comparing Abraham Lincoln's Gettysburg Address with Volodymyr Zelensky's 2022 speech to the U.S. Congress. Thus, it is clear that the researchers have not analyzed these two powerful speeches in terms of the persuasive techniques.

Conclusion

This chapter has highlighted essential concepts in discourse analysis (DA), rhetoric, and persuasion, basically comparative discourse analysis (CDA). It has examined the connection between language, political communication, and public perception, highlighting how discourse shapes meaning, power, and social identity by applying Aristotle's rhetorical appeals, ethos, pathos, and logos. This chapter provides a clear framework for analyzing the two respective speeches in accordance with the historical context of Abraham Lincoln and Volodymyr Zelensky to enrich our understanding of

their rhetorical strategies. Finally, the chapter has reviewed relevant studies to establish a strong foundation for further research into political discourse and persuasive techniques in their speeches.

Chapter Two

Chapter Two: Research Methods, Analysis, and Discussion of the Findings

Introduction

This second chapter is divided into three key sections. The first section explains the research methods and procedures used in this study, including details of the sample selected for analysis. The second section presents a comparative analysis of the two speeches. The third section concludes this chapter by drawing some conclusions and identifying the limitations of this study. Additionally, it offers some recommendations for further research. The main goal of this study is to analyze and compare the persuasive techniques in the Gettysburg Address and Zelensky's 2022 speech, offering insights into how these strategies are used in political discourse.

Section One: Research Methodology

This section outlines the research methods and study design employed for this research. It gives a thorough description of the sample selected for this particular analysis while also laying out the data collection procedure and the methods of analysis used for both speeches.

1.1 Sample

The sample of this study is based on two different speeches, "The Gettysburg Address," delivered by Abraham Lincoln on November 19, 1863, during the American Civil War. The speech was given at the dedication of the Soldiers' National Cemetery in Gettysburg, Pennsylvania, to honor the Union soldiers who had died in the Battle of Gettysburg. This speech contains 268 words. The second one is Volodymyr Zelenskyy's speech; on December 21, 2022, Ukrainian President Zelensky delivered a speech to the United States Congress to address the ongoing Russian invasion of Ukraine, which began in February 2022. His speech contains 1935 words, reflecting its depth and significance.

The aim behind choosing these two speeches lies in their historical significance, their rhetorical efficacy, and their shared thematic preoccupation with democracy and resilience. Both were delivered during times of national crisis: Lincoln's during the American Civil War and Zelensky's throughout the Russia-Ukraine war. Despite the difference in historical eras, both speeches attempted to unite their audiences and obtain support for their causes by positioning freedom as a universal value worth defending, even at great sacrifice.

The study intends to demonstrate the persuasiveness of these techniques and compare the means of persuasion used to affect their respective audiences. Although the two speakers come from very

different historical contexts, their speeches share the same intention: to apply specific rhetorical means to encourage, mobilize, and reaffirm national identity in times of great adversity.

1.2 Overview of the Two Presidents and their speeches

This overview gives us some knowledge about the two presidents: Abraham Lincoln, who delivered his Gettysburg Address during the American Civil War, and Volodymyr Zelensky, who addressed the U.S. Congress amid the ongoing conflict in Ukraine.

1.2.1 Figure One: Abraham Lincoln and the Gettysburg Address (1863)

Abraham Lincoln, who served as the 16th president of the United States from 1861 to 1865, is considered an important historical figure known for his leadership during the American Civil War, particularly in his efforts to end slavery. His leadership during this time is still highly respected today due to his influential role as a defender of democracy. He believed that keeping the union together was vital, not just for its survival but also because it showed what self-government could be. Recently, scholars have been studying Lincoln's political beliefs more closely, especially his views on race. This makes him a figure that people will continue to study for a long time (Current, 2025). His speeches, including the Gettysburg Address, influence political discourse and democratic ideals.

The Gettysburg Address originated from the need to honor the thousands of Union soldiers who had died in the Battle of Gettysburg (July 1–3, 1863), a turning point in the American Civil War. In the aftermath of the battle, Pennsylvania leaders established a national cemetery for the fallen. They invited President Abraham Lincoln to give a brief speech at the dedication on November 19, 1863. Edward Everett, a renowned orator and former Secretary of State, was the primary speaker at the event (Ashrujit, 2023). He spoke for over two hours before inviting President Lincoln to deliver his remarks. Despite having a much smaller role, Lincoln used the opportunity to share a powerful message on democracy, unity, and human equality. In just two minutes and 272 words, he reminded everyone of important ideas that America was founded on. He said that the war was a struggle not just for the Union but for a government “of the people, by the people, for the people.” Though initially met with mixed reactions, which means that people disagreed with what he said, his speech became one of the most famous in American history, continuing to inspire generations with its ideas about freedom and what America should stand for (Achron, 2024).

1.2.2 Figure two: Volodymyr Zelensky's Speech to the U.S. Congress (2022)

Volodymyr Zelenskyy, born on January 25, 1978, in KryvyiRih, Ukraine, is a prominent Ukrainian politician and former entertainer who has served as the sixth president of Ukraine since May 20, 2019. Before entering politics, he was a well-known comedian and TV star, famous for his role in *Servant of the People*, where he played a teacher who unexpectedly became president. Zelensky's political career began when he announced his candidacy on December 31, 2018, as a political outsider focusing on anti-corruption reforms and economic development. He won the election with over 73% of the vote, one of the most notable electoral victories in Ukrainian history (Gregory, 2021). However, his presidency took a significant turn when Russia launched a full-scale invasion of Ukraine on February 24, 2022. Despite the risks, Zelensky chose to stay in Kyiv, symbolizing Ukrainian resistance. He used powerful rhetoric to unite his people and urgently appealed to world leaders for military and humanitarian aid. His leadership during the war has earned him global recognition as a strong and influential wartime leader (Ray, 2025).

One of his most significant speeches was his address to the U.S. Congress on March 16, 2022. He delivered a historic speech during his first foreign visit since Russia's full-scale invasion of Ukraine, during which he appealed to American lawmakers for military and humanitarian aid, expressing gratitude for America's military and financial support while emphasizing the global importance of Ukraine's fight for freedom and democracy. Speaking via video link, he switched between Ukrainian and English to strengthen his message (Genauer, 2022).

In conclusion, despite the historical and geopolitical differences between the Gettysburg Address and Zelensky's 2022 speech, both leaders emphasize the value of freedom, democracy, and unity. Both speeches serve as powerful reminders of the enduring significance of these values in shaping a nation and inspiring collective action.

1.3 Research Methods

The main purpose of this study is to investigate the persuasive strategies found in the Gettysburg Address and Zelensky's 2022 speech, focusing on comparison. For this, we have considered a qualitative research method based on examining the rhetorical techniques in both speeches of emotional appeal and logical means, including figures of speech and lexical semantics within the framework of Aristotle's three rhetorical appeals: *ethos*, *pathos*, and *logos*. According to Creswell (2007), "there is a rhetoric for the discourse of qualitative research that has evolved over

time.” In other words, this approach, often developed by political leaders, tends not only to be more personal, descriptive, and reflective. As it evolves over time, it has a unique way of communicating, employing rhetorical style, unlike quantitative research, grounded in numbers and statistics. The qualitative approach also serves as a strategic tool for persuasion and emotional connection, seeking to uncover the deeper meaning of their language.

The study encompasses a limited quantitative analysis, which includes quantifying and comparing rhetorical devices, providing insights to support the qualitative interpretation. Similarly, as CRESWELL (2014) mentioned, “Quantitative approach is a means for testing objective theories by examining the relationship among variables.” That is to say, it involves collecting and analyzing numerical data to test theories systematically, aiming to identify the relationship between variables. This method allows scholars to ensure that findings are measurable and reliable.

Both approaches will render a profound analysis supplemented by quantitative data, offering rich and contextual insights into the strategies employed. We argue that a collaborative approach will allow for a fuller and lucid study of persuasive techniques exhibited in both speeches while trying to keep the audience entertained and interested.

1.4 Data Collection and Analysis Procedures

This study uses qualitative rhetorical analysis based on Aristotle’s framework of persuasion, that is, ethos, pathos, and logos, to analyze the persuasive means in the Gettysburg Address by Abraham Lincoln and the 2022 speech to the U.S. Congress by Volodymyr Zelenskyy. Because these speeches were delivered in vastly different historical contexts, that is, the American Civil War in 1863 for Lincoln and the Russo-Ukrainian War in 2022 for Zelensky, the study attempts to examine how each leader adapted their rhetoric to the political and social exigencies of the time. The method of analysis is well structured, having an orderly procedure for gathering data, starting from an analytical breakdown of each speech text to locate rhetorical appeals and stylistic devices. The instances of credibility appeals (ethos), emotional appeals (pathos), and logical appeals (logos) will be subjected to systematic coding and categorization. Comparatively, this study will show how persuasion strategies have been used in both addresses while looking at similarities and differences by closely studying rhetorical devices such as metaphors, parallelism, and repetition, and tracking their change over time. The results will be compared explicitly, offering an account of the effectiveness of rhetorical persuasion in political speeches. This will extend our grasp of how leaders use language to rally support in times of crisis through very different historical periods.

In summary, this section outlines the methodological approach used to analyze both speeches and the study's design, including the study objectives. It also provides an in-depth focus on the steps taken toward effective comparison, the reasons justifying the choice of particular methods, and how the particular analysis fits into the bigger goals of the study.

2.1 Section Two: The Analysis

This section presents a comparative analysis of the rhetorical devices, figures of speech, and lexical semantics utilized in two speeches. By applying Aristotle's rhetorical framework, "ethos, pathos, and logos," the study explores how Abraham Lincoln and Volodymyr Zelensky strategically construct their messages to persuade their audiences during pivotal historical moments. Our goal through this analysis is that readers will discover how these two speeches achieve their persuasive power through the elements mentioned above.

2.1.1 Abraham Lincoln's Gettysburg Address

2.1.1.1 The Aristotelian persuasive strategies in Abraham Lincoln's Gettysburg Address

Abraham Lincoln, the president of the United States during the Civil War, was invited to the dedication ceremony for the national cemetery of Gettysburg in Pennsylvania. He delivered a brief speech in just two minutes to honor the fallen soldiers who died in the Battle of Gettysburg.

Although his address was short, it is one of the most powerful speeches in American history and has profoundly impacted American citizens. He did not need to exert significant effort to convince his audience, as he was a great speaker known for his authority, credibility, and trustworthiness. Like many political figures, Lincoln used persuasive strategies such as ethos, pathos, and logos, which made his speech effective and widely respected through the generations.

The table below (table 1) illustrates the frequency and percentage of rhetorical strategies used in Abraham Lincoln's speech. It demonstrates a significant use of pathos, which appears 5 times and constitutes 50% of the total appeals; this indicates that Lincoln primarily aimed to connect with his audience on an emotional level, which aligns with the solemn context of the Gettysburg Address. Logos is the second most used strategy, with three occurrences (30%), suggesting Lincoln also employed logical reasoning to support his message. Ethos appears least frequently, with only two instances (20%), because Lincoln's credibility and trustworthiness were already well established, reducing his need to emphasize his character.

Table 1:Frequency distribution and percentage of rhetorical strategies in Lincoln.

Strategies	Frequency occurrences	Percentage
Ethos	2	20%
Pathos	5	50%
logos	3	30%
Total	10	100%

a. Ethos (Credibility & Character)

Lincoln was an influential and respected leader known for his humility, honesty, and empathy. He used simple and inclusive words like “we.” He addressed the citizens as one of them. He started his speech with a phrase from the Declaration of Independence. All this made his speech personal and uniting. This helped him create a strong relationship with his audience and made them trust him.

Here are some examples of ethos that Lincoln appeals to in his speech:

(Example 01): “Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.” (Basler et al.,2020).

In the statement above, Lincoln establishes credibility (ethos) with the audience by citing the proposition presented by the founding fathers, the politicians, and leaders who played a significant role in creating and establishing the United States in the late 18th century.

This sentence brings out a sense of shared heritage and historical significance. By using the word “our fathers”, he creates a personal connection between citizens and the founding fathers so that they will identify themselves with the nation's origins and its early ideals. This reminds listeners of patriotism, nostalgia, unity, and reverence for the people who founded the United States. Lincoln emphasizes the birth of the nation “conceived in liberty” and “dedicated to the proposition that all

men are created equal,” which refers to the American concepts of justice and liberty. These values ring emotionally, particularly during the Civil War when such values were challenged.

(Example 02): “That from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion, that we here highly resolve that these dead shall not have died in vain.” (Basler et al.,2020)

In this sentence, Lincoln called upon the living to dedicate themselves more entirely to the purpose for which the fallen soldiers gave their lives, demanding that their sacrifice not be in vain. This is an excellent instance of ethos, for Lincoln makes himself a moral authority by aligning the values of honor, sacrifice, and national purpose. Referring to the soldiers as the “honored dead” and their “last full measure of devotion,” he evokes a deep sense of respect. By using inclusive pronouns such as “we” and “here,” Lincoln places himself with the people, as a citizen who is one of them, sharing in their grief and responsibility. This rhetorical choice enables him to create mutual trust within the Union and in the principles for which it exists. Moreover, by using it to continue the narrative so that the soldiers “shall not have died in vain,” he converts a political fight into a battle for morality. In doing so, Lincoln’s ethos is not merely heard as president, but as a power to awaken a nation’s collective conscience and inspire Americans to find purpose in tragedy and resolve adversity.

b. Pathos (emotional appeal)

Lincoln effectively used pathos in the Gettysburg Address to evoke the emotions of an audience who were grieving from the defeat of a war that cost 8,000 soldiers their lives. The emotional atmosphere of the occasion provided a fitting setting for Lincoln to honor the dead and to comfort the living. By invoking feelings of sadness, respect, and remembrance, he created a powerful emotional appeal that resonated deeply with his audience. In order to show his solidarity, he used the personal pronoun “we” instead of “I” or “you”, and there are also many sentences:

(Example 01): “We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live” (Basler et al.,2020).

This sentence is a perfect example of the rhetorical application of pathos, as it evokes strong feelings of sorrow, respectfulness, and national appreciation. By referring to the battlefield and potential deaths as a “final resting place”, Lincoln solemnly honors the dead soldiers, not their deaths as just war losses but as sacred sacrifices for the salvation of the country and the people. This type of rhetoric stirs up feelings of shared grief and loss among the audience, but also lifts their

spirits by attaching a noble cause to that loss. The line "gave their lives that the nation might live" personalizes what the soldiers did, placing them as selfless heroes who died unselfishly so that freedom, unity, and democracy values could live. This came at a time when the country was also extremely polarized and mourning war losses in the thousands. By appealing to pathos, i.e., appealing to feelings, Lincoln infuses a universal sense of obligation, reverence, and patriotism whereby the audience has value in sacrifice and yearns for the general good. The appeal to pathos makes the speech more persuasive, uniting the audience based on the common sense of moral and emotional purpose.

(Example 02): “But in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead, who struggled here, have consecrated it far above our poor power to add or detract” (Basler et al.,2020).

This extract is a powerful call upon the feelings, using emotions, humility, worship, and reverence for the dead. Lincoln will fully understate the actions of himself and the living by suggesting that the words or ceremonies of the living mean nothing compared to what the soldiers who were killed in combat sacrificed. The gesture of humility is evocative of pathos by shifting focus from speeches and ceremonies to the actual cost of war: men's lives. The use of "we cannot" emphasizes the moment's seriousness and drives home the point that the earth had already been consecrated with courage and blood, not eloquence. In representing the dead and living soldiers as the ultimate creators of meaning on the battlefield, Lincoln draws upon a deep well of feeling that includes mourning, honor, and national memory. This not only dignifies the dead but also helps to provide the audience with common emotional experiences so that they feel the weight of sacrifice and holiness of the cause for which those men died. In this manner, Lincoln invoked a strong connection between past action and present duty, and listeners are inspired to carry on the dead men's work with a new sense of urgency.

(Example 03): “The world will little note, nor long remember, what we say here, but it can never forget what they did here” (Basler et al.,2020).

The above example is an impassioned appeal that increases the pathos of Lincoln's speech by minimizing the speaker's contribution and glorifying the soldier's act. Lincoln discredits the weight of his words, although they would be among the most quoted in American history. This humility increases the emotional impact by deflecting attention away from oratory and towards the sacrifice and bravery of the men who died and fought at Gettysburg. It evokes a sense of respect and mutual grieving, as Lincoln suggests that no speech can surpass the dignity of what these men have

achieved, no matter how eloquent. The contrast between "what we say here" and "what they did here" engages the emotions of the audience in the concept that honor and memory are made by action and sacrifice, not empty words. This modest acknowledgement of the bravery of the soldiers instills deep respect and solidarity and exhorts the listeners themselves to be emotionally engaged in the memory of the dead and to acknowledge the enduring strength of their fight. In doing so, Lincoln appeals to pathos strongly to establish the connection between national identity and previous sacrifice, reminding Americans that words are always meant to come second to action when defending the ideals upon which these men died.

c. Logos (Logic and Reasoning)

Lincoln also used logos in his Gettysburg Address to appeal to the audience's sense of reason and logic, reminding Americans of the country's founding on unity, freedom, and equality. He described the Civil War as a test of those ideals and honored the dead by consecrating the battlefield. He urged the audience to continue fighting for freedom and preserving the union through logical statements.

(Example 01): "Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure" (Basler et al.,2020).

In this example, Lincoln appeals to reason by framing the Civil War as a trial of the strength and viability of the nation, he asserts that it is not merely a political or military war, but of great importance of whether a nation founded on liberty, equality, and democracy can survive even when internally divided. By asserting that the war will determine "whether that nation, or any nation so conceived and so dedicated, can endure", Lincoln encouraged the audience to consider the broader stakes of the war. His reasoning suggests that the outcome will not merely determine the future of the United States but also set a precedent for all nations based on such ideals.

(Example 02): "That this nation, under god, shall have a new birth of freedom, and that the government of the people, by the people, and for the people, shall not perish from the earth" (Basler et al.,2020).

In the above excerpt, he evoked reason by presenting a clear vision for the country's future. He argued that the sacrifices of the war must lead to an affirmative end, what he calls "a new birth of freedom." This is a logical progression: from sacrifice and war to rebirth and a stronger devotion to freedom. Furthermore, he emphasized the importance of preserving a democratic system, "government of the people, by the people, to the people" as a rational and fair means of governance. By asserting that such a government "shall not perish from the earth", Lincoln appeals to reason in

his assertion of the war's ultimate cause: the assurance of the survival of democracy. His words appeal to the audience's sense of reason by defining the war not only as a struggle for unity but also a struggle to protect democratic values for future generations.

Lincoln's Gettysburg Address relies less on logos (logic) because he delivered this speech in a delicate context. In such a situation, there was a higher demand to increase morale and unite the nation, which required focusing more on pathos (emotional appeal).

2.1.1.2 The figurative language

a. Allusion

Allusion refers to indirect references to historical, cultural, or literary figures or events (Friede,1957). It is considered one of the figurative languages Lincoln used in his speech, which makes it more meaningful and powerful by connecting it to important historical events and ideas.

(Example 01): "Four score and seven years ago..." (Basler et al.,2020).

Abraham Lincoln opened his speech with this historical expression, which refers to 1776, when the U.S. declared independence, to remind his audience of the U.S.'s ideals, especially freedom and equality.

(Example 02): "...that all men are created equal." (Basler et al.,2020).

Lincoln also alludes directly to the Declaration of Independence, which states that all people are born with the same rights and values and that every person deserves equality.

(Example 03): "Our fathers brought forth on this continent a new nation, conceived in liberty..." (Basler et al.,2020).

Lincoln is talking about how America was founded on the idea of freedom. Because he wanted to highlight the country's original purpose and contrast it with the current state of division and conflict

(Example 04): "That this nation, under God..." (Basler et al.,2020).

Lincoln says that America is a country that believes in God and is guided by a higher power. This adds a sense of moral purpose to his statement. He wanted to make it clear that the country's cause is just and righteous and that it is not just about human decisions but also about doing what is morally right.

b. Metaphor

It is a figure of speech that helps to illustrate the difference between two things; it claims one to be the other to create a more profound sense of meaning (Herrmann, 2013).

(Example 01): “Brought forth on this continent, a new nation” (Basler et al.,2020).

In this statement, Lincoln compared “the nation” to a born child, using the expression “brought forth,” metaphorically suggesting birth or creation instead of saying the founding fathers created or established the United States of America.

(Example02): “The great task remaining before us” (Basler et al., 2020).

The ongoing effort to preserve the nation and its values is metaphorically described as a task or duty, making the concept more relatable and urgent.

c. Anaphora

It is a figure of speech; it means the deliberate use of the same word or phrase at the beginning of successive clauses or sentences in order to emphasize an idea or create rhythm (Derrington, 2013)

(Example 01): “We cannot dedicate, we cannot consecrate, we cannot hallow this ground.” (Basler et al.,2020).

In this statement, Lincoln used the anaphora “we cannot.” This emphasizes the sacredness of the battlefield and highlights that no words or ceremonies can match the honor already offered by the fallen through their actions.

(Example 02): “Of the people, by the people, for the people” (Basler et al.,2020).

It is a tricolon (a series of three parallel elements); this repetition gives the sentence rhythm, emphasis, and clarity of democratic ideals.

d. Antithesis

It is a rhetorical device that juxtaposes contrasting ideas in parallel structure to highlight differences and create impact (Kennedy, 1991)

(Example01): “Those who died here, that the nation might live” (Basler et al.,2020).

Lincoln contrasts words with actions to emphasize the lasting impact of sacrifice over speeches. In the above example, he suggests that the soldiers’ deaths were not meaningless but served a higher purpose: the continued life of the nation.

e. Personification

Is the fact of giving a human characteristic to something which is not human (Cambridge dictionary, 2020).

(Example 01): “The world will note” (Basler et al.,2020).

The world is given the human ability to take notice or remember, adding emotional depth.

f. Hyperbole (Subtle)

Hyperbole is when we use language to exaggerate or describe something and make it sound much bigger. In this speech, it is used only once, and it was when he said, “The world will little note, nor long remember what we say here.” (Basler et al.,2020).

This understatement ironically became one of the most memorable speeches in history, adding depth through humility.

2.1.1.3 Lexical semantics

Abraham Lincoln employed lexical semantics in his Gettysburg Address to emphasize important ideas, add depth through symbolic language, and make the speech more memorable. This lexical choice significantly contributes to a speech's effectiveness and rhetorical strength.

a. Synonymy

Synonymy is the semantic meaning relationship between words that have similar or nearly identical meanings. Lincoln strategically employs synonymy in this address to reinforce key concepts and enhance the speech’s rhythm.

Table 2: Examples of Synonymy in the Gettysburg Address

Word/phrase	Synonym	Explanation
Consecrate	Dedicate	It means to set something as sacred or honorable
Devotion	Dedication	It refers to commitment and loyalty
Perish	Die	It is used to express the potential loss of democracy
Liberty	Freedom	It is the target goal of the nation that people live in peace
Brought Forth	Conceived	It is related to the idea of birth or creation
Hallow	Consecrate	It is to make something holy or worthy of deep respect

b. Antonymy

Antonymy is the semantic relationship between words with opposite meanings, and it plays a significant rhetorical role in the Gettysburg Address.

Table 3: examples of antonymy in the Gettysburg address

The word	The Antonym	Explanation
Living	Dead	It highlights the contrast between those who survived and those who sacrificed their lives.
Perish	endure	This contrast is to encourage the citizen to let democracy live on, rather than allow it to perish
Forget	Remember	It means that the world will always remember the battle
War	freedom	This contrast is central to the speech: although war typically threatens freedom, it becomes the means to preserve and protect it in this context.

c. Metonymy

Metonymy is a rhetorical device in which one word refers to something closely associated with it. Lincoln used metonymy effectively in his speech, representing ideas through more concrete terms.

Table 4: examples of metonymy in the Gettysburg address

Expression Used	WhatIt stands for	Explanation
“Our fathers”	The FoundingFathers	This refers to the early leaders who established the U.S.
“This Continent”	The American land	It is used to represent the place where the nation was founded.
“The Dead”	The Fallen Soldiers	It refers to the soldiers who died in the battle.
“The final resting place”	The Cemetery	A symbolic phrase referring to burial grounds.
“This Ground”	The battlefield at Gettysburg	It represents the entire site of conflict and sacrifice.
“This nation”	The United States	It refers to the U.S as a politicalentity.

d. Hyponymy

It is the semantic relationship where the meaning of the hyponym is included in the meaning of the hypernym, and in this speech, Lincoln used several terms that show a hyponymy relationship:

Table2: Examples of hyponymy in the Gettysburg Address

General word	Specific	Explanation
Nation	People	“People” are the individuals who makes up the “nation”.
Men	Soldiers	“Soldiers” are a specific group of “men” who fought in the war.

War	Battle	“Battle” is a specific event or confrontation within the broader concept of “War”.
Nation	Government	“Government” is a specific form of “nation”, referring to the organized.
Memory	Dedication	“Dedication” is a specific way to preserve or honor a memory.

2.1.2 Volodymyr Zelensky's 2022 Speech to the US Congress

2.1.2.1 The Aristotelian Persuasive Strategies in Volodymyr Zelensky's Speech

It is clear that Volodymyr Zelensky, in his speech, employed Aristotle's three rhetorical appeals, “ethos, pathos, and logos,” as Abraham Lincoln did in the Gettysburg Address, to establish a substantial persuasive impact on his audience.

- The table below shows how the speech is structured and the paragraphs flow. While it consists of around 32 paragraphs and each carries weight and meaning, it is not practical to analyze every single part in detail. Instead, this section highlights key examples that clearly show how he employed these appeals to persuade his audience.

Table3: The Division of Zelensky's Speech

ParagraphNumber	Paragraph Limitation
Paragraph01:	“Thank you so much..... Thank you so much”
Paragraph02:	“Dear Americans..... in each American heart.”
Paragraph03:	“Madam Vice President.... Thank you.”
Paragraph04:	“I am very privileged and all Americans.”
Paragraph05:	“Against all odds entire world.”
Paragraph06:	“Americans gained our minds again”.
Paragraph07:	“Yet, we have to do whatever....., yes.”
Paragraph08:	“This battle is not and grandchildren.”
Paragraph09:	“It will define a battle continues.”

Paragraph10:	“Our two nations stand for their values.”
Paragraph11:	“Ladies and gentlemen Bakhmutstands.”
Paragraph12:	“Last year..... the Ukrainian Donbas stands.”
Paragraph13:	“Russians..... and we all are proud of them.”
Paragraph14:	“The Russians’ this Christmas.”
Paragraph15:	“Ukraine..... to win on the battlefield.”
Paragraph16:	“We have artillery,and for freedom.”
Paragraph17:	“If your Patriots stop has found the other.”
Paragraph18:	“It is just aand planes themselves.”
Paragraph19:	“Financial mostresponsibleway.”
Paragraph20:	“Russia, Russia poisoned by the Kremlin.”
Paragraph21:	“The restoration which can be held.”
Paragraph22:	“I’m glad to say..... Thank you.”
Paragraph23:	“You can strengthen..... The United States are here.”
Paragraph24:	“Ladies and gentlemen..... infrastructure.”
Paragraph25:	“But we do not complain..... andsuccess.”
Paragraph26:	“We’ll celebrate Christmas..... Only victory.”
Paragraph25:	“We already built strong Ukraine..... Put-in.”
Paragraph28:	“This will be who is awaiting victory.”
Paragraph29:	“Standing here today....., too, absolutely.”
Paragraph30:	“I know that everything.....millions of people.”
Paragraph31:	“So, let these..... the entire free world.”
Paragraph32:	“Just one thing..... Slava Ukrainian”.

The table below (Table 7) shows the distribution of rhetorical strategies in Volodymyr Zelensky’s 2022 speech to the U.S. Congress, where there is a predominant use of pathos, which occurs 18 times and represents 45% of all appeals, this reflects Zelensky’s emphasis on emotional persuasion, aiming to evoke sympathy, solidarity, and urgency from the American audience during a time of war. Ethos appears 12 times (30%), indicating that Zelensky also relied on his personal credibility and leadership image to strengthen his message. Logos, with 10 instances (25%), shows that logical arguments were used, but to a slightly lesser extent than emotional and ethical appeals.

Table 7: Frequency Distribution and Percentage of Rhetorical Strategies in Zelensky

Strategies	Frequency occurrences	Percentage
Ethos	12	30%
Pathos	18	45%
logos	10	25%
Total	40	100%

a. Ethos

Before analyzing Zelensky's rhetorical strategies, it is important to understand the concept of ethos. In short, ethos means "the credibility and character" of the speaker, which plays a crucial role in persuading the audience.

(Example 01): "Madam Speaker, you bravely visited Ukraine during the full-fledged war."
(Holston, 2022)

Zelensky employs ethos by appealing to his audience's character and moral integrity. This gesture shows respect and admiration by addressing the speaker and thanking her for her visit to Ukraine. The word "bravely" is significant because it highlights the speaker's courage and willingness to face danger during a significant conflict.

By using the term "full-fledged," he emphasizes how serious the situation was. This acknowledgement goes beyond Zelensky's interest in enhancing his credibility by aligning himself with a respected and influential figure.

(Example 02): "Dear members of the Congress, representatives of both parties who also visited Kyiv, esteemed congressmen and senators from both parties who will visit Ukraine..."
(Holston, 2022)

In this sentence, Zelensky is not only addressing the congress but making them feel valued and respected by referring to them as "dear members" and "esteemed congressmen and senators," which enhances his credibility as a respectful and diplomatic leader, as we can understand behind each word in his speech. By referencing the "representatives of both parties", he establishes a common ground, standing between the ideals of US lawmakers. This makes him human and demonstrates his character as a trusted and very successful person, which enhances his persuasive power through ethos.

(Example 3): "Yesterday before coming here to Washington, D.C., I was at the front line in our Bakhmut." (Holston, 2022)

Zelensky positions himself as a brave leader who stands alongside his soldiers, thereby gaining moral authority. By directly mentioning his presence on the front lines, he shows his willingness to be physically present in the face of danger, rather than just speaking about it from a distance. This strengthens his reputation as an authentic, involved person deserving of respect. Thus, he draws attention to his dedication, builds credibility, and reinforces his solidarity with those fighting.

(Example 04): "Ukrainian soldiers can perfectly operate American tanks and planes themselves." (Holston, 2022)

This statement reflects not only the competence and professionalism of the Ukrainian military but also Zelensky's deep trust in his people. By using the word "perfectly," it is clear that he emphasizes his confidence in Ukrainian soldiers, highlighting that they are capable of using advanced American military equipment independently, without needing help. Hence, he promotes his credibility and moral standing by presenting himself as the leader of a talented nation who respects and values US support.

(Example 05): "Standing here today, I recall the words of President Franklin Delano Roosevelt..." (Holston, 2022)

Regarding ethos, Zelensky aligned himself throughout his speech with respected and iconic figures, especially in a global crisis. By invoking President Franklin Delano Roosevelt, he wants to show that they have the same strength of leadership to build trust with his audience.

(Example 06): "We already built a strong Ukraine, with strong people, a strong army, and strong institutions, together with you." (Holston, 2022)

By stating, "We already built strong Ukraine," Zelensky positions himself as a credible figure who has played an important role in constructing a powerful nation, highlighting the authority and

reliability of the Ukrainian population. By repeating the word “strong,” he reflects his gratitude, confidence, and integrity as a leader. Zelensky cites the assistance of the United States and the strength, stability, and resilience of Ukraine as a sign of his gratitude, confidence, and truth as a leader.

(Example 07): "We developed strong security guarantees for our country and for entire Europe and the world, together with you." (Holston, 2022)

In this statement, Zelensky appeals to the term ethos by promoting Ukraine’s active role in securing the safety of its citizens, Europe, and the world. By saying “together with you,” he means that cooperation with the United States of America will allow Ukraine to act in its interests and cooperatively, contributing to the entire world's stability. This builds his credibility as a leader who understands international security and values collaboration, reinforcing trust in his leadership and Ukraine.

(Example 08): "We stand, we fight, and we will win because we are united-Ukraine, America and the entire free world." (Holston, 2022)

Zelensky tries to build trust and show leadership by promising his audience that Ukraine, America, and “the entire free world” are united, creating a sense of unity and shared purpose. By saying “we stand, we fight, and we will win,” he presents himself as confident and determined, which makes people more likely to believe in him. This makes him seem like a leader who stands for more than just his own country but for freedom and democracy everywhere. Furthermore, this makes his people feel he is credible and morally right in what he asks for.

(Example 09): "When I was in Bakhmut yesterday, our heroes gave me the battle flag..." (Holston, 2022)

In the above sentence, Zelensky uses his personal experience to build ethos. By discussing his visit to Bakhmut, he presents himself as an active leader who stands with his soldiers everywhere. The word “heroes” conveys a profound admiration and moral recognition of their bravery and sacrifice. His reference to “battle flag” symbolizes honor and trust, portraying Zelensky as a respected and involved leader who shares in the struggles of his people, thus enhancing both his authenticity and credibility.

b. Pathos

(Example 01): "Thank you so much. Thank you for that. Thank you. It's too much for me. All this for our great people. Thank you so much." (Holston, 2022)

Zelensky opens his speech by repeatedly expressing his gratitude, saying, “Thank you so much. Thank you for that. Thank you.” This repetition reflects how overwhelmed and appreciative he feels, which appeals directly to the emotions of his audience. The phrase "It’s too much for me" suggests that he is deeply moved by the recognition and support he is receiving, which adds a sense of humility and sincerity to his words.

Moreover, he directly shifts the responsibility away from himself, stating, “All this for our great people.” This powerful line highlights the resilience and struggles of the Ukrainian people, which makes him more emotionally connected with the audience, making them feel that their support is not just for Zelensky but for the entire population of Ukraine.

(Example 02): “Millions won’t have neither heating nor running water. All of these will be the result of Russian missile and drone attacks on our energy infrastructure.” (Holston,2022)

This sentence will likely appeal to a deep feeling of fear and sympathy. Mentioning "millions" emphasizes the degree of suffering and the severity of the consequences, instantly tapping into the audience's empathy. The idea of losing basic comforts like heating and water during a harsh winter or under challenging conditions is something that most people can relate to as deeply uncomfortable or tragic. The reference to Russian missile drone attacks invokes a personal connection, that humans cause the violence, which might elicit anger or frustration in the audience as a response of solidarity with those suffering.

(Example 03): "If they attack us with Iranian drones... Ukrainians will still sit down at the holiday table and cheer **up each other**.” (Holston,2022)

Zelensky’s sentence evokes a deep emotional response by highlighting the contrast between the brutal threat of Iranian drones and the enduring spirit of the Ukrainian people. The idea that, despite such attacks, Ukrainians will "still sit down at the holiday table and cheer up each other" appeals to the audience's emotions by portraying strength, resilience, and unity in the face of adversity.

In this context, we can see that even in dangerous and stressful situations, Ukrainians rely on each other to feel better, share comfort, and maintain hope by offering support and encouragement. As he mentioned in his words, “cheer up each other,” the continuity of celebrating together creates a sense of unity with the Ukrainian people, showing their resilient spirit to stay connected with their traditions.

(Example 04): "Last year, 70,000 people lived here in Bakhmut... now only few civilians stay. Every inch of that land is soaked in blood."(Holston,2022)

Here, Zelensky appeals to emotional responses by referencing the loss and tragedy of the Bakhmut citizens. By comparing 70,000 citizens who once resided there "last year" to the "few civilians" left behind, he paints a gloomy picture of the devastation caused by the war and evokes sympathy for the displaced and lost. The phrase "every inch of that land is soaked in blood" has a horrifically colorful tone with the reference to blood alone, forcing the audience to confront the gory reality of war, when not only has the blood been spilt in the form of lives being lost, but the earth as well. The descriptive phrase evokes sympathy from the audience, forcing them to empathize with the pain at the given moment. Also, the fact that this happens suddenly from a prosperous society to an empty, bloodied world in such a short period raises the stakes of the issue higher, creating a sense of urgency and need to act upon it. Zelensky brings humanity to the war, changing it from a distant political phenomenon to a profound emotional tragedy that needs sympathy and action. With this strong emotional appeal, he evokes an emotional reaction from the audience towards the pitiful condition in which the people of Ukraine live.

(Example 05): "Your money is not charity. It's an investment in the global security and democracy..." (Holston,2022)

The language generates a feeling of responsibility and pride. Zelensky frames the money not as charity but as an investment in something greater: world security and democracy. This shifts the emotional tenor from sympathy or pity towards moral responsibility and duty. By framing the aid in protecting international values like freedom and democracy, the presenter generates the feeling that every human is held equally responsible. The listener feels that what they are doing is not just assisting Ukraine itself, but they are helping to maintain freedom and human rights worldwide, which prides them as part of an ethical cause.

(Example 06): "This battle will define in what world our children and grandchildren will live." (Holston,2022)

This sentence emotionally connects to the future and fear by firmly addressing the children and grandchildren. Addresses the term "children and grandchildren" with strong emotional ties to the next generation by appealing to the audience's inherent sense of looking after their children. The headline "define in what world" says that no matter what occurs in this war, it will always change the world and the lives of the coming generation. It provides a sense of necessity and importance, forcing the reader to consider the fate of the war. It makes us optimistic for the future and determined to ensure that the world remains a world of liberty, security, and opportunity for future generations.

(Example 07): "Let this flag stay with you... the flag of those who defend Ukraine, Europe and the world at the cost of their lives"(Holston,2022).

This sentence appeals to feelings of honor, sacrifice, and solidarity. The word “flag” represents both national pride and the fight for freedom, which evokes emotions of respect for those who are sacrificing everything for a cause. The phrase "at the cost of their lives" highlights the immense sacrifice. It encourages the audience to feel connected to those defending Ukraine, Europe, and the world, inspiring them to a sense of responsibility. The emotional appeal here comes from standing with those who risk their lives and recognizing their courage and commitment.

(Example 08): "We'll celebrate Christmas and, even if there is no electricity, the light of our faith in ourselves will not be put out" (Holston,2022).

The mention of “Christmas” mainly symbolizes hope, strength, family, and unity. When he states, "even if there is no electricity, " he highlights the harsh realities Ukrainians face and endure even the worst conditions. It hopes to motivate its audience by showing that, although they may have lost material, the strength and belief of people in themselves remain unbroken.

(Example 09): "The Russian tyranny has lost control over us. Moreover, it will never influence our minds again" (Holston,2022).

By saying Ukraine has “lost control over us”, Zelensky expresses a sense of freedom from tyranny, tapping into the nation’s willingness to fight for liberty. Moreover, when he states that they “will never influence our minds again”, he is clearly saying that they will never be controlled by Russia again. These powerful words inspire deep respect for Ukraine's sovereignty and determination, evoking a sense of liberation and courage.

c. Logos

(Example 01): "Ukraine never requested American soldiers to fight on our land in place of us" (Holston,2022).

The above example is a strategic argument that appeals to logic. Zelensky attempted to diffuse any assumption or fear that Ukraine wants to bring the United States into a military war. Instead, he emphasizes Ukraine's determination to defend its territory and people, thus repeating the fact that help being sought is not meant to replace Ukrainian effort but complement it. This strategic clarification is meant to make Ukraine a responsible and independent nation mindful of the sovereignty and sacrifices of other countries, including the United States. By stating that Ukraine does not desire the presence of American troops, Zelensky reduces opposition from American

politicians and citizens concerned about being involved in foreign wars. The appeal also supports his argument for military aid by showing how it will give the Ukrainians enough power to fend off Russia alone. The appeal to reason is implicit and powerful; it instills confidence, eliminates doubt, and justifies the call for continued or increased non-combat assistance.

(Example 02): "If your Patriots stop the Russian atrocities against our cities. It will allow Ukrainian patriots to work to the full to defend our freedom"(Holston,2022).

In the above excerpt, Zelensky directly appeals to logos by making a cause-and-effect claim. He is saying that the mobilization of the U.S. Patriot defense systems will be used to defend against Russian aerial attacks, allowing the Ukrainian troops to focus on terrestrial combat and national defense in general. It is a justifiable and sensible demand since it places the demand for military aid in the context of not a right, but one of sense, in which Ukraine's defense is utilized to the fullest capacity. By establishing a clear connection, Zelensky makes the argument for possessing advanced defense technology even stronger, claiming that the aid will save civilians' lives and help Ukraine sustain opposition against aggression more effectively.

(Example 03): "Russia could stop its aggression, really, if it wanted to, but you can speed up our victory." (Holston,2022).

This example demonstrates a strong appeal to logos through reasoning and causal logic. Zelensky asserts that the war is being dragged on due to the deliberate choice of Russia and not due to any need, implying that the aggression is purposeful and unjustified. He finishes with a logical call to the U.S. Congress. However, Ukraine cannot force Russia to stop; external help, particularly from the United States, can significantly accelerate Ukraine's path to victory. This plea shifts the emphasis from condemnation to action and highlights that while Ukraine will survive, its success is contingent on timely international support. The logic is straightforward: if Russia has chosen to fight, and Ukraine has chosen to defend itself, then the choice is a function of available resources; thus, the push for aid is to modify the equation meaningfully in good time.

(Example 04): "Russia found an ally in this genocidal policy: Iran. Iranian deadly drones... become a threat to our critical infrastructure" (Holston,2022).

In this statement, Zelensky employs logos by presenting a factual account of the evolving nature of the war. He logically connects Russia's military operation to Iran's involvement, i.e., the provision of attack drones. This alliance introduces a new technological and geopolitical dimension to the war. By framing Iranian drones as a material threat to Ukraine's critical infrastructure, he builds an

empirical case for increased support and prudence. The sentence is an appeal to reason in that it points out that the war is no longer a bilateral conflict; it is now engaging other enemy powers, and thus the issue is more urgent and dangerous. This reasoning defends the argument that Ukraine needs better defense systems and international assistance to respond to this larger threat.

(Example 05): “It would be naïve to wait for steps towards peace from Russia, which enjoys being a terrorist state” (Holston,2022).

This argument is intended to critique passive diplomacy. Russia's history has never been one that looked like a state truly seeking peace because its actions have never conformed to the sort found in the behavior of any non-terrorist state. There is an implication through pattern here, repeatedly committing acts labelled as acts of terror cannot be found linked to any given state without much outside pressure. Through an appeal to the experience and reason of the audience, Zelensky justified the necessity of taking proactive steps. Waiting not only appears futile but also irrational. This rational framework emphasizes the risks of not acting and supports the necessity of acting promptly.

(Example 06): “You can strengthen sanctions to make Russia feel how ruinous its aggression truly is” (Holston,2022).

In the above example, Zelensky appeals to logos when he proposes a rational policy solution to Russian aggression. Economic sanctions are presented as a peaceful yet effective measure to counter the aggressor state. The sentence implies that the only language Russia will understand, in the full implications of its actions, is material loss and economic pain. This is a logical argument: behavior change follows cost, and increased sanctions raise the cost of continued aggression. The appeal is to lawmakers who are hesitant about military escalation but are open to economic measures. In offering a direct and strategic response, Zelensky offers a logical, focused approach to influence Russia's behavior without immediate military action.

(Example 07):“This battle cannot be frozen or postponed. It cannot be ignored, hoping that the ocean or something else will provide a protection” (Holston,2022).

This sentence demonstrates logos by discounting the flawed logic of geographical security and the idea of remaining passive. Zelensky warns against complacency in that the distance is not a guarantee against the impact of war. The logic is based on the interconnectedness of international security; ignoring the war in Ukraine will only have it evolve into a bigger threat. He refutes the comforting fiction that geographic distance, like the Atlantic Ocean, can insulate nations from

global crises. This rational appeal leads the reader to see rapid action as moral and practical, since delaying decisions can lead to more serious consequences in the future.

(Example 08):“From the United States to China, from Europe to Latin America ...the world is too interconnected and interdependent to allow someone to stay aside” (Holston,2022).

The above example heavily relies on logos, since Zelensky appeals to the audience’s understanding of international interdependence. He logically argued that no nation can remain neutral or impervious to massive wars in an age of economic, political, and technological interdependency. The use of sentence structure, listing various regions of the world, emphasizes the global nature of the issue. The rational inference is that, if disengagement is not possible soon enough, war’s consequences will affect all states directly or indirectly. That rational device aims to promote global responsibility by appealing to common interest, not shared values.

(Example 09): “Your support is crucial not only for our country, but also for the world. Without your support, Ukraine will not be able to maintain its fight. However, with your help, we will win.” (Holston,2022).

Zelensky appealed to reason to highlight the practical need for U.S. assistance to Ukraine. He advanced a cause-and-effect argument, stating that if Ukraine does not receive U.S. assistance, it will be unable to persist in its opposition to Russian aggression, presenting the issue as one of reasonableness. By saying that “with your help, we will win,” he is rationally linking U.S. support to being able to win for Ukraine, and that only with the help of the U.S. can you win. This argument from Logos appeals to the reason and strategy of the audience, demonstrating that the war’s outcome is vital not just for Ukraine but also for world stability in general. He thus makes American aid the sine qua non factor of the fight for security and democracy in the world.

A comparative examination of Lincoln’s Gettysburg Address (1863) and Zelensky’s speech to the U.S. Congress (2022) reveals notable differences in their rhetorical strategies. The table below (Table 8) summarizes the qualitative data on using the Aristotelian strategies by the two leaders. Pathos is the most frequently used appeal by both speakers. However, Zelensky used it more intensively, with 18 occurrences (45%) compared to Lincoln’s just 5 sentences (50%), reflecting a shared emphasis on emotional engagement, especially in times of national crisis. However, Zelensky’s overall frequency is significantly higher, suggesting a more extensive and emotionally charged speech. Regarding ethos, Zelensky recorded 12 instances (30%), while Lincoln used it only 2 times (20%), because Lincoln’s credibility was firmly established, whereas Zelensky needed to reinforce his leadership to an international audience. Logos also showed a slight contrast; Zelensky

used it 10 times (25%), while Lincoln used it 3 times (30%), indicating that both incorporated logical reasoning. However, Zelensky relied more on facts and rational arguments to justify his appeals. Overall, the data reflect Zelensky's broader and more varied rhetorical strategy, while Lincoln's was shorter, more focused, and emotionally resonant.

Table 8: frequency distribution & percentage of Rhetorical strategies by Lincoln and Zelensky

	Ethos		Pathos		Logos	
	occurrence	percentage	occurrence	percentage	occurrence	percentage
Lincoln	2	15%	5	22%	3	23%
Zelensky	12	85%	18	78%	10	77%
Total	14	100%	23	100%	13	100%

2.1.2.2 The Figurative Language

Volodymyr Zelensky's speech to the U.S. Congress in December 2022 was rich in rhetorical devices and figures, enhancing its emotional impact and persuasive power. Below is a detailed breakdown of the stylistic and rhetorical techniques he employed:

a. Metaphor

(Example 01): "Ukraine is alive and kicking" (Holston,2022).

This metaphor embodies resilience and determination, proposing that despite ongoing challenges against the Ukrainian population, they fight on with life, under extreme pressure, continuing to attempt to resist and preserve.

(Example 02): “This battle is not only for the territory...The battle is not for the life, freedom, and security of Ukrainians” (Holston,2022).

This second example indicates that war is not merely about territory or survival; it relates to more significant issues, like values, independence, and a nation's future. Overall, the "battle" represents a struggle for these fundamental ideals, not just about gaining control over land.

(Example 03): “Every inch of that land is soaked in blood” (Holston,2022).

This metaphor emphasizes how much suffering has occurred in that place. The word “blood” does not mean that the land is literally covered in blood, but just that a lot of terrible things have happened there, for instance, wars, violence, and so many people have lost their lives.

(Example 04): “Your money is not charity. It’s an investment in global security and democracy” (Holston,2022).

The phrase suggests that giving money to international or democratic causes is not just about helping others out of kindness (charity); it should be understood as a wise investment that benefits everyone by promoting peace, security, and economic development.

(Example 05): “The light of our faith in ourselves will not be put out” (Holston,2022).

The metaphor represents “light” as a sign of hope, confidence, and inner strength. It suggests that people will continue believing in their abilities and values even in difficult times. As the light always wins over the darkness, believing in ourselves helps us face challenges without giving up. The phrase emphasizes strong character and lasting self-belief that is not easy to break.

- Zelensky employed these examples to create vivid imagery and emotional resonance, helping his message land more powerfully with the audience.

b. Epithets:

A descriptive term or phrase expressing a quality or characteristic of the person or thing mentioned (Cuddon, 1999).

(Example 01): “brave Ukrainian soldiers” (Holston,2022).

The term “brave” emphasizes the courage of Ukrainian soldiers. It adds emotional weight and admiration, shaping how his audience views them, not just as fighters for freedom but as heroes standing up against aggression.

(Example 02): “Our heroes” (Holston,2022).

The president used the word “heroes” to describe Ukrainian soldiers, acknowledging their sacrifices in defending Ukraine, Europe, and the world.

(Example 03): “The Russian tyranny” (Holston,2022).

By calling Russia a "tyranny," he shows that this war is not just a conflict between two countries, but a fight for freedom against harsh control and injustice.

(Example 04): “Symbol of our victory” (Holston,2022).

Here, Zelenskyy is talking about a flag given to him by soldiers. By calling it a “symbol”, he turns his words into something powerful and gives them an emotional meaning.

- Zelenskyy employed descriptive epithets to create a strong emotional connection with his audience and to frame the war in moral, human terms. By calling Ukrainian soldiers “brave” and “heroes,” he highlighted their courage and sacrifice, encouraging admiration and empathy. Referring to Russia as a “tyranny” shifted the conflict from a political dispute to a battle between freedom and oppression. When he described a battle flag as a “symbol of our victory,” he gave more profound meaning to Ukraine’s struggle, turning a simple object into a powerful sign of hope and resistance. These epithets helped him persuade lawmakers to continue their support by appealing to shared values and emotions.

c. Anaphora

(Example 01): “Thank you so much. Thank you so much for that. Thank you” (Holston,2022).

(Example 02): “Dear Americans...Dear members of the Congress...Dear representatives of the diaspora.... Dear journalists...” (Holston,2022).

(Example 03): “Ukraine didn’t fall. Ukraine is alive and Kicking” (Holston,2022).

(Example 04): “The battle is not only for the territory...The battle is not only for life, freedom and security...” (Holston,2022).

(Example 05): “I thank every American family...I thank President Biden and both parties...I thank your cities and your citizens...” (Holston,2022).

(Example 06): “It went on a brutal offensive against our values. Basic human values. It threw tanks and planes against our freedom. Against our right to live freely in our country and choose our own future. Against our desire for happiness. Against our national dreams” (Holston,2022).

(Example 07): “Let the terrorist state be held responsible... Let the world see” (Holston,2022).

- Using these examples, Zelensky repeated specific phrases to make his message stronger and more emotional, and to stay connected with his audience. Repetitions like “Thank you,” “Dear...,” “Ukraine...,” “The battle is not only...,” “I thank...,” “Against...,” and “Let...” serve to show his deep gratitude, remind people what is at stake, calling them for unity and support. Repeating those phrases helped his words stick in people’s minds and made his speech more powerful and moving.

d. Allusion

Allusion refers to indirect references to historical, cultural, or literary figures or events (Frye, 1957).

(Example 01): “Just like the other tyranny, which is in the Battle of the Bulge. Threw everything it had against the free world, just like the brave American soldiers who held their lines and fought back Hitler’s forces during the Christmas of 1944” (Holston,2022).

(Example 02): “If so, just like the Battle of Saratoga, the fight for Bakhmut will change the trajectory of our war for independence and for freedom” (Holston,2022).

(Example 03): “Standing here today, I recall the words of the President Franklin Delano Roosevelt, which are I think so good for this moment. The American people, in their righteous might, will win through to absolute victory” (Holston,2022).

- Zelensky made historical allusions to connect emotionally with the American people by reminding them of key historical moments, like the Battle of the Bulge, the Battle of Saratoga, and Roosevelt’s leadership, evoking a sense of shared commitment to freedom and resistance. These references make his message more relatable and powerful, helping Americans see Ukraine’s battle as something they have faced before.

e. Rhetorical Questions

A rhetorical question is one that is asked for effect rather than to elicit an answer. It is often used to provoke thought or emphasize an idea (Cuddon,1999).

(Example 01): “Is it enough?” (Holston,2022).

This question asks whether Ukraine's support can stop the aggression and secure victory.

(Example 02): “Honestly, not really” (Holston,2022).

This response to the previous rhetorical question reinforces the idea that Ukraine needs more support.

(Example 03): "The Russians could stop its aggression, really, if it wanted to, but you can speed up our victory. I know it" (Holston,2022).

This rhetorical question emphasizes that Russia has the power to end its aggression but chooses not to, considering itself responsible for the ongoing conflict. Then, he believed the listener could act to help win the conflict faster.

- The second and third examples are not exactly considered questions, but the speaker indirectly rhetorically engages the listener, reinforcing the theme of responsibility and urgency.

f. Hyperbole

(Example01): "All this for our great people" (Holston,2022).

This is an exaggeration, where Zelensky emphasizes how much effort is dedicated and attention is given to the Ukrainian people. By calling them "great", he wants to express high esteem that shows how bravely they deliver in the fight.

(Example 02): "Every inch of that land is soaked in blood" (Holston,2022).

This is a hyperbolic statement that says many people have died and suffered in the war, which dramatically emphasizes the suffering and sacrifice in the war, exaggerating the extent of the damage.

(Example 03): "The Russians will stand a chance to be free only when they defeat the Kremlin in their minds" (Holston,2022).

This is a hyperbolic way of saying that the Russian people can be free only after they overcome the oppressive mindset introduced by the Kremlin, and the notion "defeat the Kremlin in their minds" is also one of the exaggerations of the mental and societal control Russia has.

(Example 04): "We have no fear, nor should anyone in the world have it"(Holston,2022).

This exaggerates the idea that Ukraine's victory and courage should serve as an example, implying that fear is entirely unwarranted.

- Zelensky used hyperbole to underscore the Ukrainian population's courage, suffering, and bravery.

g. Symbolism

It is the use of symbols to represent ideas or qualities beyond their literal meaning (Cuddon,1999).

(Example 01): “This flag symbolizes our victory in this war” (Holston,2022).

The Ukrainian flag is used symbolically here to represent the country, freedom, and the right to be independent. It stands for resilience, hope, and Ukraine's eventual victory in the war.

(Example 02):“We already built strong Ukraine, with strong people, strong army, strong institutions together with you” (Holston,2022).

“Strength” here represents Ukraine's collective resilience and unity, including its people, military, and institutions. It represents the nation’s resolve to resist external pressure and fight for sovereignty.

(Example 03)“When I was in Bakhmut yesterday, our heroes gave me the flag, the battle flag, the flag of those who defend Ukraine, Europe, and the world at the cost of their lives” (Holston,2022).

“The flag” is a powerful symbol of sacrifice, courage, and those who stand up for freedom for Ukraine and the shared values of democracy and international law. It represents the ongoing battle and the commitment of the people who risk everything for their country.

(Example 04): “Let this flag stay with you, ladies and gentlemen” (Holston,2022).

In this example, “the flag” symbolizes their shared responsibility and solidarity. It is given as a gift to the U.S. Congress, inviting them to join the Ukrainians in their fight for freedom and against tyranny.

(Example 05): "We'll celebrate Christmas. Celebrate Christmas and, even if there is no electricity, the light of our faith in ourselves will not be put out" (Holston,2022).

“Light” in the above example is a sign of hope, faith, and the extraordinary strength of the Ukrainian people. Even in the most difficult times, probably when there is no electricity, they will not lose their faith and spirit to reach victory.

h. Irony

It is a rhetorical device where the intended meaning contrasts with the literal meaning, often highlighting contradictions. It means that irony is to say something and to mean something else (Cuddon,1999).

(Example 01):"Maybe candlelit. Not because it's more romantic, no, but because there will not be, there will be no electricity" (Holston, 2022)

This is ironic because the speaker suggests that the lack of electricity during Christmas would make the holiday “more romantic.” However, it is catastrophic, given that a million Ukrainians lack power due to the war, making the absence of electricity far from romantic.

(Example 02): “Your money is not charity. It’s an investment in the global security and democracy that we handle in the most responsible way” (Holston,2022).

The U.S. suggestion that financial support is an "investment" in global security implies that it is directly benefiting from Ukraine's struggle despite the heavy costs and sacrifices Ukraine is enduring. The irony is that the aid being called for is an investment rather than clarity in a human crisis.

(Example 03): “The Russians will stand a chance to be free only when they defeat the Kremlin in their minds” (Holston,2022).

This irony suggests that freedom for the Russian people can only be achieved when they become mentally free from the oppressive control of the Kremlin. At the same time, Russia represents a threat to others' freedom and denies liberty itself.

(Example 04): "We do not complain. We do not judge and compare whose life is easier" (Holston,2022).

The speaker underscores this irony by proclaiming the difficulty endured by the Ukrainian people. It implies that the way the situation is presented is not as bad as it seems. The situation is severe, and the statement minimizes the extreme difficulties faced by the Ukrainian people, thus adding greater irony to the message of perseverance.

(Example 05)“The restoration of international legal order is our joint task. We need peace, yes. Ukraine has already offered proposals, which I just discussed with President Biden, our peace formula, 10 points which should and must be implemented for our joint security, guaranteed for decades ahead...” (Holston,2022).

In the above extract, there is irony in the fact that Ukraine proposed a peace formula to end the war. However, the international aggressor, the Russian Federation, continues to violate international law. The idea that Ukraine is even talking about peace in the middle of the attack by the aggressor. Hence, there is a clear gap between the desire for peace and the reality of ongoing aggression.

2.1.2.3 Lexical Semantics

When speaking about Lexical semantic relations, it is important to mention cohesion. Zelensky's speech employed cohesive devices to support his rhetoric and make his message simple, clear, and comprehensible so that everyone could understand his ideas; these elements are: synonymy, antonymy, metonymy, and hyponymy.

a. Synonymy

Synonymy plays an important role in Zelensky's speech, as he uses carefully chosen words with similar meanings to reinforce the idea that Ukraine is not only surviving but also standing firm in the face of aggression. These words in the following table add emotional and rhetorical power to his message.

Table 9: Examples of Synonymy in Zelensky's Speech

The word	The synonym	The context
Resilient	Strong, enduring	Referring to how Ukraine has managed to survive and resist under attack.
Freedom	Liberty, independence, sovereignty, self-determination.	Highlighting the reason behind the Ukraine fight.
Support	Help, aid, assistance, contribution.	Emphasizing U.S. military, financial, and humanitarian aid.
Victory	Success, win, achievement, triumph	Used through talking about defeating Russian aggression.
United	Together, allied, cooperative, joined.	Describing the partnership between Ukraine, the U.S, and allies.
Enemy	Aggressor, tyrant, oppressor.	Referring to Russia, its military actions.
Democracy	Free society, rule of law, civil liberty, people's power	Linking Ukraine's cause with American values.
Investment	Contribution, stake, support	Presenting U.S aid as a long-term commitment to global protection and democracy.

b. Antonymy

Cohesion also played a crucial role in this speech, highlighting the contrast between opposing ideas. The table below illustrates some selected examples.

Table 10: Examples of Antonymy in Zelensky's Speech

The Word	The Antonym	The Context
Freedom	Oppression, tyranny	Describing Ukraine's struggle against Russian aggression.
Democracy	Autocracy	Contrasting the Ukrainian democratic system with the rules of Russia.
Unity	Division, isolation	Contrasting Ukraine's strength with the division and isolation caused by the Russian invasion.
Victory	Defeat, failure	Used to inspire hope, contrasting it with the defeat and failure of Russia.
Light	Darkness	Symbolizing hope and freedom versus the oppression brought by the Russian invasion.
Support	Abandonment, neglect	Emphasizing the importance of international support against the abandonment that Ukraine faces.
Bravery	Cowardice, fear	Contrasting Ukraine's bravery with the fear of those who do not resist oppression.
Life	Death	Highlighting that Ukrainians are fighting to protect life

		against violence.
--	--	-------------------

c. Metonymy

Metonymy is skillfully used to create a deeper connection between Volodymyr and his audience, allowing him to emphasize Ukraine's resilience, solidarity of democratic nations, and their collective fight against oppression.

Table 11: Examples of Metonymy in Zelensky's Speech

Expression Used	What It Stands For (Metonym)	Explanation
« Capital Hill »	U.S. Congress and American lawmakers	It refers to the place where U.S lawmakers meet and make decisions.
« The front line »	Ukrainian soldiers	It refers to the soldiers who are fighting for freedom.
« The free world »	Democratic nations	It refers to the countries that support liberation.
« Weapons »	Military support and political commitment	It refers to the power of the military in the conflict.
« Christmas of 1944 »	American World War Resilience	It refers to the strength and determination of the U.S during the war.
« This flag »	The soldiers who signed it	It refers to the soldiers who fought for the nation, using the flag to symbolize their sacrifice.

d. Hyponymy

Zelensky used hyponymy in his speech to highlight some key principles that Ukraine is fighting for, making his message more impactful and relatable to his audience.

Table4: Examples of Hyponymy in Zelensky's Speech

General Word	Specific Word	Explanation
Freedom	Liberty, Independence	It refers to personal rights and national sovereignty.
Support	Military aid, financial aid, humanitarian aid	It refers to the different kinds of help that Ukraine receives during the war.
Allies	United States and European Union	It refers to the countries that stand with Ukraine during the war.
Sacrifice	Soldiers, suffering, families	It refers to the people who give comfort to their country.
Democracy	Human rights, rule of law	It refers to the core principles that protect people's freedom and ensure fair governance.

2.2 Section Three: Discussion of the Findings, Conclusion, Limitations, and Suggestions for Further Research

This section synthesizes the main findings from our analysis, focusing on the rhetorical devices we have identified, including figures of speech and lexical semantics, and the application of the three Aristotelian rhetorical appeals: ethos, pathos, and logos. Our reflection highlights how these elements persuade and connect with the targeted audiences of each speech (Gettysburg Address and Zelensky's speech to the U.S. Congress), thus providing insight into the enduring power of rhetorical strategies in political communication. Furthermore, we discussed the findings, highlighting the research findings and comparing them to the findings of previous studies. Moreover, we acknowledge the limitations of our study, which opens the door for future research delving into improvements to the study.

2.2.1 Major Findings

The present study offers a comparative rhetorical analysis of Abraham Lincoln's Gettysburg Address and Volodymyr Zelensky's 2022 Speech to the U.S. Congress, summarizing the use of

Aristotelian rhetorical appeals, figures of speech, and lexical meaning. In order to have a better idea of how Lincoln and Zelensky utilized rhetoric in their speeches, we studied Aristotle's three rhetorical appeals: ethos, pathos, and logos, which act as a mirror in studying how they appealed to their respective audiences. Lincoln established 20% of ethos and ethical conviction in his leadership role, while 50% of pathos was invoked to appeal to war victims and the nation's unification. Therefore, his use of logos with 30% shows his logical thought on why the war is happening and how it impacts the future of democracy. In contrast, Zelensky established 45% on ethos by positioning himself as a wartime leader and symbol of a steadfast nation. He appealed to pathos, representing 30% of the global number of persuasive strategies, by eliciting sympathy by referring to the agony of the people of Ukraine and the shared values between Ukraine and her allies. Lastly, he referred to logos with a 25% call for logical reasons for help, cooperation, and the defense of global democracy. The analysis revealed that the speeches used several rhetorical devices such as metaphor, parallelism, antithesis, repetition, and affective words, which assisted in strengthening the persuasive ability of both speakers. Such literary tools played a significant role in inscribing themes like sacrifice, unity, freedom, and resistance. We find that both speakers used robust word choices with immense connotative power, using word choices that imparted national identity, collective struggle, and moral responsibility. This use of robust vocabulary heightened the speech's emotional and intellectual influence.

It is also important to know that the historical, political, and social contexts played a crucial role in shaping the rhetorical impact of their speeches. While Lincoln spoke after a brutal battle, aiming to bring a divided country back together, he relied on a formal and strong language, by using Aristotelian rhetorical appeals (ethos, pathos, and logos), in addition to classical figures of speech, and lexical semantics, and his audience was present. Whereas Zelensky addressed a foreign country's government, demanding protection during an ongoing conflict, using simple language, he also referred to the persuasive strategies to gain support, in addition to literary devices and lexical semantics. His speech was shared through social media and news platforms.

To sum up, through our analysis, we figured out that despite being different in situations and time, both speeches succeeded in using language as a powerful tool of persuasion by combining rhetorical devices, lexical richness, and persuasive appeals. Thus, their arguments enhanced their political messages' clarity, emotional depth, and impact.

2.2.2 Discussion of the Results

This study analyzed the use of rhetorical appeals (ethos, pathos, logos) as the central strategy for persuasion. Additionally, we had examined the role of figurative language and lexical semantic choices in shaping the speakers' emotional, ethical, and logical appeals. By focusing on these elements, the research demonstrated how both leaders strategically used language to influence their audiences and reinforce their political messages.

This section will answer the research questions posed at the beginning of the study.

What persuasive language strategies are used in Lincoln's Gettysburg Address and Zelensky's speech?

The findings show that Lincoln primarily used pathos (50%) to appeal to the emotions of his audience, emphasizing sacrifice, honor, and national unity during a time of civil war. He also strategically used logos (30%) to reinforce his message and ethos (20%) to present himself as a trustworthy leader committed to the nation's ideals. In contrast, Zelensky also placed pathos (45%) at the center of his speech to connect with the American audience. Then he used ethos (30%) to establish his credibility as a wartime leader defending democratic values, after that he appealed to logos (25%) by presenting logical arguments for why international support was necessary.

Similarly, to Al-khawaldeh et al. (2023), analyzed the rhetorical strategies employed in Joe Biden's inauguration speech found that he heavily relied on emotional appeals (pathos), comprising 55% of his rhetoric, followed by ethical appeals (ethos) at 37% and logical arguments (logos) at only 8%.

In parallel, Partington and Taylor (2006) suggested that political leaders often rely on emotional appeals to strengthen their messages and create a sense of unity or urgency among listeners. They also highlighted that political language communicates information and is a powerful tool for influencing public opinion and securing political power. James (2022) revealed that the speech successfully combined emotional appeals and rational arguments to create a sense of solidarity and urgency. Familiar historical analogies and inclusive language effectively resonated with the audience.

In contrast, Mahmoud and Almahasees (2022) in their study of persuasive devices in King Abdullah II of Jordan's political speeches employed Fairclough's critical discourse analysis model (1989), which dealt with intertextuality, creativity, metaphor, inclusive language, and indirectness. The results showed that these devices effectively communicated political messages and articulated broader ideological standpoints to promote peace and regional stability regarding the Middle East

conflict, both regionally and internationally. Apart from their persuasive strategies, figurative and lexical semantics analysis provided further insight into their persuasive power. Lincoln and Zelensky employed figures of speech such as allusion, metaphor, anaphora, antithesis, personification, and hyperbole. These devices helped to create memorable, emotionally charged messages. However, Zelensky's speech incorporated more stylistic devices than Lincoln's. In addition to the mentioned figures, he frequently used epithets, rhetorical questions, symbolism, and irony. These additional strategies help engage his audience emotionally and intellectually by prompting reflection and moral evaluation.

How have persuasive strategies in political discourse evolved across different historical contexts?

Persuasive strategies have evolved significantly across historical contexts, as proved in Abraham Lincoln's Gettysburg Address in 1863, representing a historical example, and Volodymyr Zelensky's speech to the U.S. Congress in 2022, representing a modern one. Lincoln's speech is short and brief; it is delivered in just 2 minutes to a physically present audience, he used rhetorical appeals (ethos, pathos, and logos), the language was elevated and formal, in addition to the use of classical rhetorical devices (metaphor, personification, allusion...), and lexical semantics. In contrast, Zelensky's contemporary discourse speech lasts over 20 minutes and comprises multimedia elements, delivered virtually and shared through news platforms and social media. The language used was simple rhetorical appeals, but he focused more on emotional appeal. He included personal stories in order to gain support, and he also included literary devices and lexical semantics.

As Golden and Corbett (1968) suggested in their book "The Rhetoric of Blair, Campbell, and Whately", there was a change in emphasis throughout the modern period, which was characterized as one of the most important in rhetorical history. They noted that British and American academics began emphasizing rhetorical theory's artistic, literary, and performative elements rather than persuasion during this time. They also significantly broadened the concept of rhetoric to include literary and written forms. In that period, persuasive rhetoric developed beyond traditional rhetorical strategies, including psychological principles, media influence, and digital communication.

What are the figures of speech and the lexical semantics used by both leaders?

On the lexical semantic level, they both used synonymy, antonymy, metonymy, and hyponymy to reinforce meaning and create nuanced associations within their speeches. Similarly, Rezaei and Nourali (2016) examined the use of persuasive techniques by Iranian and U.S. presidents in

political speeches. They compared President Hassan Rouhani's and President Obama's speeches and identified numerous similar persuasive devices, including metaphor, alliteration, repetition, and parallelism.

The results showed that even though the two leaders employed the same techniques, cultural differences existed that influenced their frequency and selection of usage. Rouhani relied more on alliteration, reflecting his linguistic and cultural affiliation, while Obama employed metaphorical utterances more, which aligned with Western rhetorical traditions. These findings highlight the interplay between culture, power, and linguistic decisions in political discourse. In the same way as Samina et al. (2022) who analyzed Nelson Mandela's political speeches, arguing that persuasion is a key as being a component of verbal communication, specifically political communication, their study identified several linguistic techniques employed by this famous politician, including metaphors, repetition, and rhetorical tropes, which rendered his emotional appeal more effective.

2.2.3 Limitations of the Study

While conducting our research, we encountered several significant obstacles. One of the main challenges was the lack of time. After conducting some related research, we were obliged to change our topic several times. Moreover, comparing more than two speeches using multiple frameworks could have made our findings more balanced and comprehensive, but we could not do it due to the limited timeframe. Another issue was the limited availability of rhetorical sources, especially in our university library. Besides, many important books and articles we found online required payment, which made things even harder.

2.2.4 Suggestions for Further Research

Comparative discourse analysis is an interesting discipline that deserves more attention. Based on the findings of the present study, we have provided some recommendations to carry on research in other fields as follows:

- Conduct comparative analyses using speeches from different cultural backgrounds to explore consistency or evolution in rhetorical strategies over time.
- Apply modern rhetorical theories and other analytical frameworks, such as critical discourse analysis and narrative theory... for a deeper analysis.
- Comparative discourse analysis analyzes the tone, language, and structural features of political speeches to uncover patterns in persuasive communication.

This section concludes the second chapter by outlining some of the study's conclusions. It summarizes the key findings of the analysis comparing the Gettysburg Address and Zelensky's

speech using Aristotle's rhetorical framework. Additionally, it analyses the figures of speech and lexical semantics. Moreover, it discusses the limitations encountered during our research, providing suggestions for future research.

Conclusion

The above chapter provided a good synopsis of the research process through three main sections; the first described the methodology applied in this research, which was qualitative comparative analysis of the persuasive rhetoric in Abraham Lincoln's Gettysburg Address and Volodymyr Zelensky's speech to the U.S. Congress in 2022. The second section addressed comparative analysis, where the application of rhetorical appeals, figures of speech, and lexical-semantic options was discussed. Through the analysis, both speakers appeared to have utilized language to craft emotive and powerful messages suitable for their political and historical environments. The conclusion summarized the main findings and illustrated how both speakers utilized powerful language in passing their messages.

General Conclusion

This study aims to analyze and compare the persuasive strategies employed in Abraham Lincoln's 1863 Gettysburg Address and Volodymyr Zelensky's 2022 speech to the U.S. Congress. By examining both speeches closely, we aim to find out how these great leaders employed rhetorical strategies to motivate their audiences and persuade them towards specific political objectives.

Our choice of Lincoln's and Zelensky's speeches was deliberate, considering their historical and contextual variation: one in 1863 during the midst of the American Civil War, and another in 2022 during the Russian invasion of Ukraine. Despite these variations, our comparative analysis revealed that strong political messages share the same objectives, such as uniting citizens, invoking common democratic values, and invoking collective action. This contrast deepened our research, enriching the enduring nature of persuasive political communication.

The research mainly relied on a qualitative method, examining how Lincoln and Zelensky applied Aristotle's rhetorical appeals "ethos, pathos, and logos" to improve the impact of their messages. We focused specifically on their frequent use of emotional appeals, building credibility, and sound reasoning. We also looked at their use of figurative language and particular word choices that added emotional and persuasive strength to their speeches. In addition to the qualitative findings, we also carried out a quantitative analysis that included counting the frequency of rhetorical devices and stylistic features to observe the effectiveness of their strategies.

This research has utilized qualitative and quantitative approaches to deepen our understanding of Lincoln and Zelensky's rhetorical strategies. Ultimately, our research confirms that, despite changing historical contexts over time, the pillars of persuasion have remained thus far in influencing history and directing societal opinions.

In conclusion, we appreciate the strong relevance of our research topic discussed in this thesis. Our study underscores the interdisciplinary nature of discourse analysis, which remains an overarching and important field, particularly in linguistics and communication research. As such, we encourage future scholars and students in discourse analysis to continue exploring this line of study further to generate richer knowledge within the broader context of language and communication studies.

References

- Achorn, E. (2024). Abraham Lincoln: A Life, by Michael Burlingame, abridged and edited by Jonathan W. White. *The Journal of the Abraham Lincoln Association*, 45(2), 6.
- Al-khawaldeh, N., Rababah, L. M., Khawaldeh, A. F., & Banikalef, A. A. (2023). The art of rhetoric: persuasive strategies in Biden's inauguration speech: a critical discourse analysis. *Humanities and Social Sciences Communications*, 10, 1–8.
- Alkhirbash, A. (2016). A proposed framework for analyzing Aristotle's three modes of persuasion. *International Journal of English and Education*, 5(4), 111.
- Almahasees, Z., & Mahmoud, S. (2022). Persuasive Strategies Utilized in the Political Speeches of King Abdullah II: A Critical Discourse Analysis. *Cogent Arts & Humanities*, 1-15.
- Anuchit Toomaneejinda, S. S. (2022). Interactional Sociolinguistics: The Theoretical Framework and Methodological Approach to EFL Interaction Research. *LEARN*.
- Baker, P., & Ellece, S. (2011). *Key terms in discourse analysis*. Continuum.
- Beard, A. (2000). *The language of politics*. Routledge.
- Bhattacharjee, A., & Lively, A. (2023). *Gettysburg Address: Definition, summary & significance*. Retrieved from <https://study.com/>
- Blaser, R. P., & al, e. (2020). *The Gettysburg Address*. Retrieved from Abraham Lincoln Online: <http://www.abrahamlincolnonline.org/lincoln/speeches/gettysburg.htm>
- Boritt, G. S., & Holzer, H. (2015). *Lincoln speaks: Words that transformed a nation*. Gilder Lehrman Institute of American History.
- Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press.
- Celce-Murcia, M., & Olshtain, E. (2020). *Discourse and context in language teaching*. Cambridge University Press.
- Cherry, K. (2023, November 13). *How persuasion impacts us every day*. Retrieved from Verywell Mind: <https://www.verywellmind.com/what-is-persuasion-2795892>
- Chetia, B. (2015). Rhetorical devices in English advertisement texts in India: A descriptive study. *International Journal of Social Science and Humanity*, 5(11), 965–969.

- Chudinov, A. P. (2006). *Political linguistics*. Flinta, Nauka.
- Cialdini, R. B. (1984). *The psychology of persuasion: Influence*. HarperCollins.
- Corbett, E. P. (1993). *Classical rhetoric for the modern student (4th ed.)*. Oxford University Press.
- Corson, D. (1997). *Encyclopedia of Language and Education*. Springer.
- Creswell, J. W. (2007). *Qualitative inquiry & research design (2nd ed., p. 18)*. Sage.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches (4th ed., p. 22)*. Sage.
- Cuddon, J. A. (1999). *The Penguin dictionary of literary terms and literary theory*. Penguin Books.
- Current, R. N. (2025, May 5). *Abraham Lincoln 16th president of the United States*. Retrieved from Britannica: <https://www.britannica.com/biography/Abraham-Lincoln>
- Delve, H. L., & Limpaecher, A. (2023, November 1). *What is discourse analysis? An introduction & essential guide to coding qualitative data*. Retrieved from Delve: <https://delvetool.com/blog/discourse-analysis>
- Demirdogan, Ü. D. (2010). The roots of research in (political) persuasion: Ethos, pathos, logos, and the Yale studies of persuasive communications. *International Journal of Social Inquiry*, 3(1), 192–193.
- Dlugan, A. (2010). *Ethos, pathos, logos: 3 pillars of public speaking. Six Minutes*. Retrieved from <http://sixminutes.dlugan.com/ethos-pathos-logos>
- Fairclough, N. (2001). *Language and power (2nd ed.)*. Pearson Education.
- Fairclough, N. (2015). *Language and Power (3rd ed.)*. New York: Routledge.
- Fallow, J. (2022). *The skill involved in Zelensky's congressional address*. Substack.
- Fanani, A., Setiawan, S., Purwati, O., Maisarah, M., & Qoyyimah, U. (2020). Donald Trump's grammar of persuasion in his speech. *Heliyon*, 2405-8440.
- Frye, N. (1957). *Anatomy of criticism*. Princeton University Press.
- Ghazani, A. Z. (2016). Study of persuasive strategies in selected American presidential speeches. *International Journal of Humanities and Cultural Studies*, 3(2).

- Golbasi, S. (2017). Critical approach in social research: Fairclough's critical discourse analysis. *TOJCAM*, 3(4), 5–18.
- Gomaa, Y. A. (2023). Decoding the language of politics: A critical discourse analysis of Ukrainian President Zelensky's speeches during the Ukrainian-Russian conflict. *Political Discourse*, 28(3), 1–43.
- Graver, D. A. (1981). Political languages. In D. Nimmo & K. Sandro, *Handbook of political communication* (pp. 195–224). Sage.
- Hardin, K. (2010). Trying to persuade: Speech acts in the persuasive discourse of intermediate Spanish learners. In McElhanon, & G. Gerritsen, *A mosaic of languages and cultures* (pp. 155–156). Cambridge University Press.
- Harris, Z. S. (1952). Discourse analysis. *Language*, 28(1), 1–30.
- Harutyunyan, G. (2022). Persuasion strategies in political discourse. *Foreign Language in Higher Education*, 2(31), 16-29.
- Harutyunyan, G., & Yeghiazaryan, A. (2021). Persuasion strategies in political discourse. *Problems of Linguistics*, 2(31), 14–23.
- Hermann, J. B. (2013). *Metaphor in academic discourse: Linguistic forms, conceptual structures, communicative functions, and cognitive representations*. [Doctoral dissertation, Vrije Universiteit Amsterdam].
- Holston, K. (2022, December 21). *Full transcript of Zelensky's speech before Congress*. Retrieved from The New York Times: <https://www.nytimes.com/>
- Horbenko, N. Y. (2023). Political discourse: Definition, features, and function. *Actual Problems of Philosophy and Sociology*, 166-170.
- Hordecki, B., & Nosova, B. (2023). Volodymyr Zelensky's presidential rhetoric as a strategic resource. *Przegląd Strategiczny*, 16, 1–17.
- Horkheimer, M. (1972). *The Social Function of Philosophy" in Critical Theory: Selected Essays*. New York: Herder and Herder.
- Howarth, D. (2000). *Discourse*. Buckingham, UK: Open University Press.
- Johnstone, B. (2008). *Discourse analysis (2nd ed.)*. Blackwell Publishing.

- Kasanova, P., & Kocnerova, M. (2013). Analysis of the idiolects of U.S. presidents: The language of George W. Bush and comparison with his successor, Barack Obama. *Annual of Language & Politics of Identity*, 7, 61–76.
- Kashiha, H. (2022). On persuasive strategies: Metadiscoursal practices in political speeches. *Discourse and Interaction*, 15(1). 77–100.
- Kelley, S. (2023, March 12). *The rhetoric of Lincoln's Gettysburg Address*. Retrieved from Corridors: <https://corridors.sites.umassd.edu/2023/03/12/the-rhetoric-of-lincolns-gettysburg-address/>
- Kennedy, G. A. (2007). *Aristotle, on Rhetoric: A Theory of Civic Discourse, Translated with Introduction, Notes and Appendices (2nd ed.)*. Oxford: Oxford University Press.
- Lakoff, R. (1982). Persuasive discourse and ordinary conversation, with examples from advertising. In D. Tannen (Ed.), *Analyzing discourse: Text and talk* (pp. 239–311). Georgetown University Press.
- Lakoff, R. (1990). *Talking power: The politics of language in our lives*. Basic Books.
- Les' Melynk, S. H. (2024, November 19). *Gettysburg Address tablet*. U.S. Retrieved from Department of Veterans Affairs: <https://department.va.gov/history/100-objects/084-gettysburg-tablet/>
- Locke, J. (2001). From Essay concerning human understanding. In P. Bizzell & B. Herzberg (Eds.) *The rhetorical tradition: Readings from classical times to the present* (pp. 817–827). Bedford/St. Martin's.
- Long, J. W. (2024). The Gettysburg Address: Lincoln's model legal argument. *Buffalo Law Review*, 72(1), 123–150.
- Mahmoud, Z. A. (2020). Persuasive strategies utilized in the political speeches of King Abdullah II. *Taylor and Francis*, 1-15.
- McArthur. (1996). The Oxford companion to the English language. *Oxford University Press*.
- McLeod, S. (2024). How to Conduct Conversational Analysis | Guide & Examples. *Simply psychology*, 1–15.
- Moore, A. (2003). *Language and power*. Retrieved from <http://www.universalteacher.org.uk/lang/power.htm> (Accessed 14/9/2015)

- Murcia, S., & O'Donnell, M. (2011). *Language and power in English texts. Course material developed for a PhD program at Universidad Autónoma de Madrid*. Retrieved from <http://web.uam.es/departamentos/filoyeletras/filoinglesa/Courses/LFC>
- Nordquist, R. (2024). *Definition and examples of discourse*. Retrieved from <https://www.thoughtco.com/what-is-discourse-1690457>
- Noy, C. (2017). *Ethnography of Communication*. Ashkelon Academic College, 1–11.
- Olshtain, E., & Celce-Murcia, M. (2020). *Discourse and context in language teaching: A guide for language teachers*. Cambridge University Press.
- Onadeko, T. (2000). Discourse analysis: The fundamentals. In A. Babajide (Ed.), *Studies in English language* (pp. 99-103). Enicrownfit.
- Orwell, G. (1946). *Politics and the English language*. Horizon.
- Panovski, A. (2023). *Aristotle's model of communication: 3 key elements of persuasion*. Retrieved from The Collector: <https://www.thecollector.com/aristotles-model-of-communication/>
- Partington, A., & Taylor, C. (2018). *The language of persuasion in politics: An introduction*. Routledge. Retrieved from Routledge.
- Ray, M. (2025). *Volodymyr Zelensky president of Ukraine*. Retrieved from Britannica: <https://www.britannica.com/biography/Volodymyr-Zelensky>
- Rezaei, S., & Nourali, N. (2016). Journal of Language Teaching and Research. In *Language and power: The use of persuasive techniques in Iran and U.S. president speeches* (pp. 1203–1209). Journal of Language Teaching and Research.
- Richards, J. (2008). *Rhetoric: The new critical idiom*. Routledge.
- Ross, R. S. (1994). *Understanding persuasion*. Prentice Hall.
- Rozina, G., & Karapetjana, I. (2009). The use of language in political rhetoric: Linguistic manipulation. *Sosyal Bilimler Dergisi*, 19, 111–122.
- Saeed, U., & Munir, M. (2020). Rhetorical and persuasive strategies employed by Imran Khan in his victory speech. *International Journal of English Linguistics*, 10(4), 1–12.

- Sardá, D. N., Filho, U. C., Santos, Y. A., & Gonçalves-Segundo, P. R. (2022). Comparative discourse analysis and other comparative approaches in language sciences. *Linha D'Água: São Paulo*, 35(02) 1-15.
- Sarwat, S., Hassan, N. U., & Bashir, Q. (2022). Persuasive Language Strategy in Nelson Mandela's Speeches by Using. *Journal of Development and Social Sciences (JDSS)*, 544–558.
- Searle, J. R. (1969). *Speech acts: An essay in the philosophy of language*. Cambridge University Press.
- Shegloff, E., Jefferson, G., & Sacks, H. (1977). The Preference for Self-Correction in the Organization of Repair in Conversation. *Language*, 53(2), 361–382.
- Sheigal, E. I. (2000). The theatricality of political discourse. In *Language units in their functioning* (pp. 92–96). Saratov Press.
- Thompson, C. (2005). *The power of language*. Retrieved from <http://experiencelife.com> (Accessed 14/9/2015)
- Toomaneejinda, A., & Sangsawang, S. (2022). Interactional sociolinguistics: The theoretical framework and methodological approach to EFL interaction research. *LEARN Journal: Language Education and Acquisition Research Network*, 15(2), 159–176.
- Unaiza Saeed. M. (2020). Rhetorical and Persuasive Strategies Employed by Imran Khan in his victory speech. *International Journal of English Linguistics*.
- Van Dijk, T. A. (1997). *Discourse as structure and process*. Sage.
- Van Dijk, T. A. (2015). *The handbook of discourse analysis*. Blackwell.
- Varpio, L. (2018). Using rhetorical appeals to credibility, logic, and emotions to increase your persuasiveness. *Perspectives on Medical Education*, 7(3), 207–210.
- Wooffitt, R. (2005). *Conversation analysis and discourse analysis: A comparative and critical introduction*. Sage.
- Young, J. (2016). *Brilliant persuasion: Everyday techniques to boost your powers of persuasion*. Pearson UK.
- Zinkovskaya, A. V., Plaksin, V. A., & Katermina, V. V. (2020). *Political persuasiveness: Usage of metaphors in American presidents' speeches*. European Proceedings of Social and Behavioral Sciences.

Résumé

Cette étude, est une analyse comparative de deux discours politiques, prononcé dans de différentes périodes : le discours de Gettysburg d'Abraham Lincoln et le discours de Volodymyr Zelensky au congrès Américain. L'objectif principal de cette recherche est d'analyser le langage utilisé par les deux politiciens, en examinant les stratégies persuasives comme premier objectif, en se référant au cadre d'Aristote (appels rhétoriques aristotéliens), à savoir l'ethos (crédibilité), le pathos (émotions) et le logos (logique, raisonnement) ainsi qu'en analysant le langage figuratif et des choix lexico-sémantiques, afin de mieux comprendre le contenu et le style de chaque énoncé. Dans cette thèse, nous avons opté pour une approche de recherche qualitative, complétée par une analyse quantitative limitée. L'échantillon de cette étude est le discours de Gettysburg de Lincoln déclaré pendant la guerre civile Américaine le 19 novembre 1863 afin d'honorer les soldats qui ont perdu leur vie durant la bataille de Gettysburg, et le discours de Volodymyr Zelensky au Congrès des États-Unis prononcé lors de l'invasion russe de l'Ukraine le 21 décembre 2022. Les résultats ont révélé que les deux hommes politiques ont utilisé diverses stratégies de persuasion, notamment les principes d'ethos, de pathos et de logos. Les résultats ont également montré que les deux dirigeants ont principalement renforcé leur crédibilité et utilisé l'émotion pour persuader. Lincoln et Zelensky ont tous deux misé davantage sur le pathos, qui a fait appel aux sentiments et aux émotions de l'auditoire en utilisant des mots émotifs pour attirer l'attention du public Américain. Lincoln a également utilisé le logos en présentant un raisonnement logique et des faits pour convaincre son auditoire. À l'inverse, Zelensky s'est concentré sur l'ethos pour démontrer sa crédibilité et l'importance de l'aide internationale à travers son discours. Ils ont également utilisé des procédés littéraires, tels que la métaphore, le parallélisme, l'antithèse, la répétition et des choix lexico-sémantiques, renforçant ainsi l'impact persuasif de chaque orateur. Cela met également en évidence une différence significative dans l'évolution des stratégies de persuasion, même si les deux ont eu recours à des arguments théoriques, des figures de style et des choix lexico-sémantiques. Cependant, les discours contemporains utilisaient un langage courant, incluaient des récits personnels et comportaient des éléments multimédias. Nous avons constaté que, malgré les différences de situations et de contextes historiques, les deux discours ont réussi à utiliser le langage comme un puissant outil de persuasion.

Mots Clés : Analyse du Discours, Discours Politiques, le discours de Gettysburg, le discours de Zelensky en 2022, Stratégies de Persuasion, Appels Rhétoriques Aristotéliens, "éthos, pathos, logos », le langage figuratif, les choix lexico-sémantique.

ملخص

يرتكز هذا التحليل المقترح على مبدأ المقارنة بين خطابين سياسيين ألقيا في فترتين زمنيتين مختلفتين : خطاب الرئيس الأمريكي السابق ابراهيم لينكولن في غيتيسبورغ و خطاب الرئيس الأوكراني فولوديمير زيلنسكي أمام الكونغرس الأمريكي 2022، الذي يهدف بشكل رسمي إلى دراسة الأساليب اللغوية المستخدمة من كلا الطرفين من خلال مراجعة الإستراتيجيات البلاغية و الإقناعية و ذلك في إطار المنهج الأرسطي الذي يتضمن ثلاث ركائز أساسية و الآتي هي الإيتوس (الأخلاق) ،الباتوس (العاطفة) و اللوغوس (المنطق)،بالإضافة إلى تحليل الصور البيانية ،و الإختيارات المعجمية و الدلالية لفهم البنية الأسلوبية و المضمونة لكل خطاب على حدة.

إعتمدنا في هذا البحث على منهج نوعي مدعوم بجزء كمي محدود محتويا لخطاب لنكولن في غيتيسبورغ الذي ألقى خلال الحرب الأهلية الأمريكية ،في 19 نوفمبر 1863،تكريما للجنود الذين سقطوا إثر معركة غيتيسبورغ بالإضافة إلى خطاب زيلنسكي أمام الكونغرس الأمريكي، الذي ألقى أثناء الغزو الروسي لأوكرانيا في 21 ديسمبر 2022.

أظهرت النتائج أن كلا القائدين إسخداما مجموعة متنوعة من الإستراتيجيات الإقناعية بما في ذلك المبادئ الثلاثة الأساسية الأرسطية.كما تبين أن كليهما عزز المصداقية بشكل رئيسي إعتمادا على العاطفة للإقناع و من هنا من إستكشفنا أن كل من لنكلن و زيلنسكي تطرق بشكل أكبر على الباتوس ،مخاطبا الجمهور باختيارهما لكلمات مؤثرة تجذب إنتباه الحضور الأمريكي .بحيث استخدم لنكولن اللوغوس من خلال تقديم إستدلال منطقي و حقائق لإقناع شعبه.في حين ركز زيلنسكي على الإيتوس لإبراز مصداقية و أهمية الدعم الدولي من خلال خطابه.

بالإضافة إلى ذلك رغم إستخدامهما لوسائل بلاغية متعددة مثل الإستعارة، التوازي، التضاد و التكرار.مع الإختيارات المعجمية الدلالية ،سلطت الدراسة الضوء على تطور الخطاب السياسي المعاصر الذي أصبح يعتمد بشكل كبير على الصور البلاغية و الأساليب الإقناعية المعاصرة ضمن سياقات رسمية ،تهدف إلى التأثير في الرأي العام .

تظهر هذه الدراسة أن الخطاب السياسي يعكس الظروف التاريخية و الإجتماعية و يعزز الرسائل الموجهة ،مبيننا مهارة الخطيب في إستخدام اللغة كوسيلة إستراتيجية للتأثير و الإقناع.

الكلمات المفتاحية: تحليل الخطاب، الخطابات السياسية، خطاب جيتيسبورغ، خطاب زيلنسكي عام 2022، استراتيجيات الإقناع ،نداءات البلاغية الأرسطية".الأخلاق ، العاطفة ،المنطق"

Appendix A: Abraham Lincoln's Gettysburg Address

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate -- we cannot consecrate -- we cannot hallow -- this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us -- that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion -- that we here highly resolve that these dead shall not have died in vain -- that this nation, under God, shall have a new birth of freedom -- and that government of the people, by the people, for the people, shall not perish from the earth.

Appendix B: Volodymyr Zelensky's Speech to the U.S. Congress

Thank you so much. Thank you so much for that. Thank you. It's too much for me. All this for our great people. Thank you so much.

Dear Americans, in all states, cities and communities, all those who value freedom and justice, who cherish it as strongly as we Ukrainians in our cities, in each and every family, I hope my words of respect and gratitude resonate in each American heart.

Madam Vice President, I thank you for your efforts in helping Ukraine. Madam Speaker, you bravely visited Ukraine during the full-fledged war. Thank you very much. Great honor. Thank you.

I am very privileged to be here. Dear members of the Congress, representatives of both parties who also visited Kyiv, esteemed congressmen and senators from both parties who will visit Ukraine, I am sure, in the future; dear representatives of diaspora, present in this chamber, and spread across the country; dear journalists, it's a great honor for me to be at the U.S. Congress and speak to you and all Americans.

Against all odds and doom-and-gloom scenarios, Ukraine didn't fall. Ukraine is alive and kicking. Thank you. And it gives me good reason to share with you our first, first joint victory: We defeated Russia in the battle for minds of the world. We have no fear, nor should anyone in the world have it. Ukrainians gained this victory, and it gives us courage which inspires the entire world.

Americans gained this victory, and that's why you have succeeded in uniting the global community to protect freedom and international law. Europeans gained this victory, and that's why Europe is now stronger and more independent than ever. The Russian tyranny has lost control over us. And it will never influence our minds again.

Yet, we have to do whatever it takes to ensure that countries of the Global South also gain such victory. I know one more, I think very important, thing: The Russians will stand a chance to be free only when they defeat the Kremlin in their minds. Yet, the battle continues, and we have to defeat the Kremlin on the battlefield, yes.

This battle is not only for the territory, for this or another part of Europe. The battle is not only for life, freedom and security of Ukrainians or any other nation which Russia attempts to conquer. This struggle will define in what world our children and grandchildren will live, and then their children and grandchildren.

It will define whether it will be a democracy of Ukrainians and for Americans — for all. This battle cannot be frozen or postponed. It cannot be ignored, hoping that the ocean or something else will provide a protection. From the United States to China, from Europe to Latin America, and from Africa to Australia, the world is too interconnected and interdependent to allow someone to stay aside and at the same time to feel safe when such a battle continues.

Our two nations are allies in this battle. And next year will be a turning point, I know it, the point when Ukrainian courage and American resolve must guarantee the future of our common freedom, the freedom of people who stand for their values.

Ladies and gentlemen — ladies and gentlemen, Americans, yesterday before coming here to Washington, D.C., I was at the front line in our Bakhmut. In our stronghold in the east of Ukraine, in the Donbas. The Russian military and mercenaries have been attacking Bakhmut nonstop since May. They have been attacking it day and night, but Bakhmut stands.

Last year — last year, 70,000 people lived here in Bakhmut, in this city, and now only few civilians stay. Every inch of that land is soaked in blood; roaring guns sound every hour. Trenches in the Donbas change hands several times a day in fierce combat, and even hand fighting. But the Ukrainian Donbas stands.

Russians — Russians use everything, everything they have against Bakhmut and other our beautiful cities. The occupiers have a significant advantage in artillery. They have an advantage in ammunition. They have much more missiles and planes than we ever had. It's true, but our defense forces stand. And — and we all are proud of them.

The Russians' tactic is primitive. They burn down and destroy everything they see. They sent thugs to the front lines. They sent convicts to the war. They threw everything against us, similar to the other tyranny, which is in the Battle of the Bulge. Threw everything it had against the free world, just like the brave American soldiers which held their lines and fought back Hitler's forces during the Christmas of 1944. Brave Ukrainian soldiers are doing the same to Putin's forces this Christmas.

Ukraine — Ukraine holds its lines and will never surrender. So, so, here the front line, the tyranny which has no lack of cruelty against the lives of free people — and your support is crucial, not just to stand in such fight but to get to the turning point to win on the battlefield.

We have artillery, yes. Thank you. We have it. Is it enough? Honestly, not really. To ensure Bakhmut is not just a stronghold that holds back the Russian Army, but for the Russian Army to completely pull out, more cannons and shells are needed. If so, just like the Battle of Saratoga, the fight for Bakhmut will change the trajectory of our war for independence and for freedom.

If your Patriots stop the Russian terror against our cities, it will let Ukrainian patriots work to the full to defend our freedom. When Russia — when Russia cannot reach our cities by its artillery, it tries to destroy them with missile attacks. More than that, Russia found an ally in this — in this genocidal policy: Iran. Iranian deadly drones sent to Russia in hundreds — in hundreds became a threat to our critical infrastructure. That is how one terrorist has found the other.

It is just a matter of time when they will strike against your other allies if we do not stop them now. We must do it. I believe there should be no taboos between us in our alliance. Ukraine never asked the American soldiers to fight on our land instead of us. I assure you that Ukrainian soldiers can perfectly operate American tanks and planes themselves.

Financial assistance is also critically important, and I would like to thank you, thank you very much, thank you for both financial packages you have already provided us with and the ones you may be willing to decide on. Your money is not charity. It's an investment in the global security and democracy that we handle in the most responsible way.

Russia, Russia could stop its aggression, really, if it wanted to, but you can speed up our victory. I know it. And it, it will prove to any potential aggressor that no one can succeed in breaking national borders, no one committing atrocities and reigning over people against their will. It would be naïve to wait for steps towards peace from Russia, which enjoys being a terrorist state. Russians are still poisoned by the Kremlin.

The restoration of international legal order is our joint task. We need peace, yes. Ukraine has already offered proposals, which I just discussed with President Biden, our peace formula, 10 points which should and must be implemented for our joint security, guaranteed for decades ahead and the summit which can be held.

I'm glad to say that President Biden supported our peace initiative today. Each of you, ladies and gentlemen, can assist in the implementation to ensure that America's leadership remains solid, bicameral and bipartisan. Thank you.

You can strengthen sanctions to make Russia feel how ruinous its aggression truly is. It is in your power, really, to help us bring to justice everyone who started this unprovoked and criminal war.

Let's do it. Let terrorist — let the terrorist state be held responsible for its terror and aggression and compensate all losses done by this war. Let the world see that the United States are here.

Ladies and gentlemen — ladies and gentlemen, Americans, in two days we will celebrate Christmas. Maybe candlelit. Not because it's more romantic, no, but because there will not be, there will be no electricity. Millions won't have neither heating nor running water. All of these will be the result of Russian missile and drone attacks on our energy infrastructure.

But we do not complain. We do not judge and compare whose life is easier. Your well-being is the product of your national security; the result of your struggle for independence and your many victories. We, Ukrainians, will also go through our war of independence and freedom with dignity and success.

We'll celebrate Christmas. Celebrate Christmas and, even if there is no electricity, the light of our faith in ourselves will not be put out. If Russian — if Russian missiles attack us, we'll do our best to protect ourselves. If they attack us with Iranian drones and our people will have to go to bomb shelters on Christmas Eve, Ukrainians will still sit down at the holiday table and cheer up each other. And we don't, don't have to know everyone's wish, as we know that all of us, millions of Ukrainians, wish the same: Victory. Only victory.

We already built strong Ukraine, with strong people, strong army, strong institutions together with you. We developed strong security guarantees for our country and for entire Europe and the world, together with you. And also together with you, we'll put in place everyone who will defy freedom. Put-in.

This will be the basis to protect democracy in Europe and the world over. Now, on this special Christmastime, I want to thank you, all of you. I thank every American family which cherishes the warmth of its home and wishes the same warmth to other people. I thank President Biden and both parties, at the Senate and the House, for your invaluable assistance. I thank your cities and your citizens who supported Ukraine this year, who hosted our Ukrainians, our people, who waved our national flags, who acted to help us. Thank you all, from everyone who is now at the front line, from everyone who is awaiting victory.

Standing here today, I recall the words of the president Franklin Delano Roosevelt, which are I think so good for this moment. "The American people, in their righteous might, will win through to absolute victory." The Ukrainian people will win, too, absolutely.

I know that everything depends on us, on Ukrainian armed forces, yet so much depends on the world. So much in the world depends on you. When I was in Bakhmut yesterday, our heroes gave me the flag, the battle flag, the flag of those who defend Ukraine, Europe and the world at the cost of their lives. They asked me to bring this flag to you, to the U.S. Congress, to members of the House of Representatives and senators whose decisions can save millions of people.

So, let these decisions be taken. Let this flag stay with you, ladies and gentlemen. This flag is a symbol of our victory in this war. We stand, we fight and we will win because we are united — Ukraine, America and the entire free world.

Just one thing, if I can, the last thing — thank you so much, may God protect our brave troops and citizens, may God forever bless the United States of America. Merry Christmas and a happy, victorious New Year. Slava Ukraini. [Glory to Ukraine.]