

## A Rhetorical Analysis of The Speeches of Pakistani Prime Ministers Delivered at United Nations General Assembly in the Last Decade

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### Abstract

In the domain of rhetorical analysis, numerous researchers from various disciplines have currently shown a keen interest in the study of rhetoric. Particularly, these previously conducted studies paid due attention to the study of political discourses in diverse contexts. Therefore, the present study aims to record that how Pakistani political leaders use language to influence and address global problems in their speeches at international context. Moreover, the study analyzed political speeches delivered by Pakistani Prime Ministers at the United Nations General Assembly (UNGA) in the last decade. These political leaders from Pakistan include; Prime Minister Shehbaz Sharif, Imran Khan, and Shahid Khaqan Abbasi respectively. Furthermore, the current study also aims to examine the rhetorical strategies used in these speeches, specifically emphasizing Aristotle's notions of ethos, pathos, and logos in order to comprehend their significance in political discourse(s). A descriptive-qualitative approach, particularly content analysis, is employed to analyze the rhetorical strategies and their implications in the arena of Political discourse analysis. In the major findings of study, it is revealed that these speeches delivered by the aforementioned prime ministers, employed a range of rhetorical devices, viz. personal anecdotes, statistical data, emotional appeals, and logical arguments, to convey their communicative purposes effectively and informatively. It is pertinent to mention that, the study in hand also analyzed to unfold the ways in which these rhetorical strategies are crafted semantically and syntactically to enhance their persuasive power via language. The findings also show that the chosen three Prime Ministers employed these rhetorical strategies in their speeches while similarities and differences were found in their approaches and implementations of the rhetorical strategies. For example, Shehbaz Sharif focused on credibility by using personal experience and statistics. Likewise, Imran Khan emphasized compelling emotions and logical arguments, and similarly Shahid Khaqan Abbasi emphasized ethical principles and global responsibility. Thus, these commonalities and differences highlight the diverse approaches of persuasion based on the global politics demands and preferences of the political speeches and the individual personalities of the leaders. Finally, this study suggests that future research would be conducted on other speeches by Prime Ministers Shehbaz Sharif, Imran Khan, and Shahid Khaqan Abbasi in other contexts to further comprehend political discourse strategies and practices.

**Keywords:** Rhetorical Analysis, Prime Ministers, Speeches, United Nations General Assembly, Pakistani..

## Introduction

Language is the primary basis for communication, serving as a medium for exchanging information and ideas, and may also be a significant factor in shaping perspectives (Salleh, 2014). Indeed, in political discourse, language plays an essential role as a powerful tool for communication and persuasion. Furthermore, political discourse is the communication and rhetoric around political matters used by those involved in politics. It includes debate, persuasion, and conveying messages through several forms of communication. Thus, politicians try to convince public opinion, to support their policies, views, and agendas through persuasive speech and rhetorical strategies. Furthermore, rhetoric is the art of effectively using language in spoken or written communication (Herrick, 2020 and Gul et al., 2023(a)). It entails using persuasive communication strategies to persuade people to a particular opinion or argument. However, effective communication needs words and a substantial degree of rhetoric.

On the other hand, the classical perspective on rhetoric focuses on teaching people how to influence others through persuasive strategies in public communication. As Aristotle suggested three essential components that contribute to the persuasiveness of speeches; logos, Pathos, and Ethos. Ethos focuses on a speaker's trustworthiness, authority, and moral integrity to build trust and showcase competence. Pathos aims to elicit emotional responses and empathy from the audience. Conversely, logos depends on reason, logic, and evidence by using facts, statistics, and concise reasoning to build a convincing and consistent argument. These components are the basis of compelling communication in speeches. Further, Aristotle provides the subcategories to comprehend the rhetorical elements. Similarly, Logos is categorized by enthymeme and example. Ethos is categorized as possessing sound judgment, exhibiting moral excellence, and demonstrating goodwill, and Pathos is categorized, viz. anger, softness, friendship, hate, fear, confidence, and adoration (Ariyanti et al., 2022). Therefore, this study employs a descriptive-qualitative method. This study aims to examine the rhetorical strategies used by Pakistan's Prime Ministers in their speeches at the UN General Assembly, based on Aristotle's classical theory of rhetoric. In addition, this research examines the significance of the rhetorical strategies used by Pakistani prime ministers during their addresses before the UN General Assembly (UNGA). The study also analyzes the similarities and differences in the rhetorical strategies.

## Problem Statement

Politicians use language as a means of communication. However, their words are evaluated not just based on grammatical correctness but also on their persuasive effects on their audiences (Febriana & Fajariah, 2018). In this connection, Rhetoric serves as a means of communication that identifies the most successful methods for persuading people, regardless of their existing ideas (Alattar, 2014). Numerous research studies highlighted rhetorical techniques in political debates or addresses (Rehman et al., 2021; Nurkhamidah et al., 2021; Ariyanti et al., 2022; Alo, 2012 and Gul et al., 2023(b)). The researchers identified and analyzed rhetorical strategies, as well as examined the impacts of political techniques. However, this study investigates the speeches delivered by Pakistani Prime Ministers in the UN General Assembly over the last ten years. This study aims to fill the current gap by examining the speeches delivered by the country's premiers, Pakistan, in the General Assembly of the United Nations during the past decade. In addition, Shehbaz Sharif, Imran Khan, and Shahid Khaqan Abbasi delivered their speeches at the General Assembly Speeches of United States in the session 77<sup>th</sup>, 74<sup>th</sup>, and 72<sup>nd</sup> respectively.

Moreover, the main focus of this study is to examine the similarities and differences in the strategies used by Pakistani PMs in their addresses. Furthermore, a thorough examination focuses on the rhetorical strategies frequently employed in speeches. In addition, this analysis aims to

enhance comprehension of the precise strategies and underlying reasons for using these instruments to influence public opinion.

### Research Questions

The study attempts to address the following research questions:

1. What is the significance of the rhetorical strategies used by Pakistani Prime Ministers in their United Nations General Assembly speeches at the 77th, 74th, and 72nd sessions?
2. What are the similarities and differences in these strategies used by Pakistani PMs in their speeches at the 77<sup>th</sup>, 74<sup>th</sup>, and 72<sup>nd</sup> sessions of the UN General Assembly?

### Research Objectives

The study aims to achieve the following research objectives:

1. To identify the significance of the rhetorical strategies used by Pakistani Prime Ministers in their United Nations General Assembly speeches at the 77th, 74th, and 72nd sessions.
2. To identify the similarities and differences in these strategies used by Pakistani PMs in their speeches at the 77<sup>th</sup>, 74<sup>th</sup>, and 72<sup>nd</sup> sessions of the UN General Assembly.

### Significance of the Study

This study is significant in various dimensions. Firstly, it contributes to political communication and the language of political speeches by offering an in-depth examination of the rhetorical strategies employed by Pakistani Prime Ministers during their addresses at the United Nations General Assembly. Moreover, Rhetorical analysis reveals how political leaders use language to sway world opinion, win support, and build the country's image. Furthermore, this study illustrates Pakistani leaders' worldwide diplomatic communication strategies, including language, persuasion, and rhetoric. Secondly, by analyzing UNGA speeches, the study identifies recurrent themes, strategic emphases, and rhetorical shifts that align with foreign policy or geopolitical trends. This analysis highlights Pakistan's diplomatic involvement. In addition, it provides a valuable insight for policymakers, scholars, and practitioners.

### Literature Review

#### Rhetoric

Rhetoric could be succinctly defined as the art of discourse, involving the techniques of effective or persuasive communication in both writing and speech (Perelman, 198 and Ali et al., 2022(a)). Discourse itself encompasses the exchange of ideas through language, reflecting the ways individuals think and act (Mills & Denison, 2014). Furthermore, it also pertains to specialized language within specific fields, such as political discourse. A comprehensive understanding of rhetoric necessitates a detailed exploration of its specifics, as the aforementioned definition is somewhat broad Corbett (1990) extends this definition, by describing rhetoric as the study of how writers and speakers employ various methods to inform, persuade, or motivate specific audiences in different contexts. Furthermore, Haase (2014 and Ishtiaq et al., 2021), notes that rhetoric was the earliest form of linguistic study before the advent of modern linguistics in the 20th century.

#### Persuasion

The term "persuasion," rooted in ancient Greek culture, originally referred to the act of seeking control in court. Around 350 BC, the term "rhetoric" first appeared in Plato's "Gorgias," denoting the art of persuasion. However, it was Aristotle who systematically examined and defined rhetoric in his work he described rhetoric as the capacity to discern the available means of persuasion in any given situation (Larson, 1989). He identified three primary appeals in persuasive communication; ethos, logos, and pathos. Persuasion has historically been viewed as the ability of a message to convincingly influence its audience. In addition, Fotheringham described persuasion

as the effects that are relevant and instrumental in achieving the communicator's goals, emphasizing the crucial role of messages in determining these effects (Altikriti, 2016 and Gul et al., 2022(b)). In contrast, Scheidel (1967) depicted persuasion as an interaction where the speaker and audience are interconnected, with the speaker intentionally attempting to influence the audience's behavior through speech. Thus, persuasion relies on two key aspects: communication and the intent to persuade (Ishtiaq et al., 2021).

#### **Persuasion in Political Discourse**

Language, being the oldest and most effective tool of persuasion, is deeply intertwined with society and social character, influencing the potential for solidarity and greatness. It serves as a potent means for influencing people across various domains, particularly in political contexts. Since Aristotle's time, the connection between language and political issues has been evident, with political campaigns rich in discourse aimed at persuading and winning voter support. Moreover, Researcher such as Charteris-Black (2011) has extensively studied the impact of symbolic framing on political influence, often using metaphors to illustrate political issues. Politicians employ metaphors to describe themselves, their opponents, and their political agendas, guiding public perception.

#### **Rhetoric Analysis**

The concept of rhetorical appeals, originally introduced by Aristotle and still extensively acknowledged today, encapsulates the modes of persuasion known as logos, ethos, and pathos. These rhetorical strategies are discussed by Tindale (2004) and Halmari and Virtanen (2005), and they are applicable to speeches, texts, and various forms of persuasive communication. Furthermore, Pathos pertains to the appeal to emotions and needs, aiming to persuade the audience by evoking specific feelings. Aristotle identified seven pairs of contrasting emotions, such as anger and calmness or fear and confidence, while Plutchik (1980) proposed eight basic and advanced emotions, including joy and sadness, and love and remorse. In addition, Ethos focuses on the credibility of the speaker, emphasizing authority and character to establish trust (Meyer, 2017; Tindale, 2004). Credibility, the cornerstone of ethos, is built through the rhetor's skills, experiences, and personal interest in the topic. Ethos comprises three dimensions: competence, trustworthiness, and dynamism (Stiff & Mongeau, 2002). Finally, Logos, the mode of persuasion based on reasoning, logic, and rationality, addresses the content of what is stated (Meyer, 2017).

#### **Empirical Studies**

There is a great contribution of research body on rhetoric devices by different scholars. Sharififar and Rahimi (2015) analyzed the speeches delivered by Obama and Rouhani at the UN in 2013. Their primary objective was to investigate how each political figure displayed force in his speech, applying Halliday's theory of systemic functional linguistics. The researchers focused on transitivity and modality to examine how language shapes ideology and consolidates power in speeches. Moreover, Jan and Khan (2023) have conducted an in-depth study on the continuous state of imperialist wars in Pakistan's northwestern Pashtun tribal areas over the past four decades. Their research highlights the emergence of the Pashtun Tahafuz Movement (PTM) in 2014 as a powerful response to this organized violence. Similarly, (Qasim et al., 2024) investigate the persuasive methods and rhetoric employed by politicians in Balochistan, a province in southwestern Pakistan facing socioeconomic challenges. The study analyzes twenty speeches from ten political leaders representing five major parties to explore political communication and its effects on public opinion and policy.

Therefore, Qadeer & Shehzad's (2018) study examines the speech of Mr. Yousaf Raza Gillani, the former Prime Minister of Pakistan. The analysis reveals his use of various linguistic techniques, including modalities, subject positions, and lexical choices. Lastly, Rohmah's (2018) study employs Critical Discourse Analysis (CDA) to examine Donald J. Trump's addresses, identifying 64 phrases that serve as language characteristics in his speeches. These studies collectively contribute to our understanding of rhetoric in various contexts, and showcasing the diverse applications and impacts of rhetorical strategies in communication. Therefore, the above studies paved the way for the researcher that no one today has applied Aristotle's concept of the Rhetoric model for the analysis of rhetorical strategies in Pakistani Prime Minister speeches in the UNGA session which means that this research has unfolded the rhetorical qualities in Pakistani Prime Ministers' UNGA speeches.

### **Methodology**

This research adopts a qualitative approach to thoroughly comprehend the language and persuasive strategies used by former Prime Ministers Shehbaz Sharif, Imran Khan, and Shahid Khaqan Abbasi during their speeches at the United Nations General Assembly. It is noted that Qualitative methods are flexible and adaptable. It helps researchers discover unexpected patterns and themes during analysis (Denzin & Lincoln, 2018). In order to address the research questions, content analysis is used to examine the data from the speeches in video and transcript form. Furthermore, the content analysis technique allows the researcher to indirectly study the behaviour of humans through an analysis of their communications (Ary et al., 2002). This study aims to explore rhetorical strategies used by Pakistan's prime ministers in their UN General Assembly speeches based on Aristotle's rhetoric theory. Moreover, the video recordings of these speeches are taken from credible YouTube news channels; "United Nations" and "News Hour India". Further, speech transcription is sourced from authentic websites; "The Dawn" and "Business Recorder".

### **Findings and Discussion**

#### **Muhammad Shehbaz Sharif**

Shehbaz Sharif, a Pakistani politician, is a member of the Pakistan Muslim League (Nawaz) and has a long political history. Moreover, Shehbaz Sharif delivered a speech at the United Nations General Assembly during the 77th session on 23 September 2022. In his address, he highlighted the importance of multilateral diplomacy in addressing critical global issues such as climate change, economic growth, fighting corruption, and enhancing relations with other countries. Specifically, in his speech, he employs rhetorical proofs, namely (a) Ethos, (b) Pathos, and (c) Logos, to influence ideas, viewpoints, and perceptions effectively.

#### **Ethos in Shehbaz Sharif's Speech**

Shehbaz Sharif employs several rhetorical strategies in his speech to strengthen his credibility with his audience. Specifically, Sharif creates a persuasive narrative that resonates on multiple levels by mentioning personal experiences, statistical data, moral character, victim status, responsibility and action, global perspective, advocacy for justice, and demonstration of leadership. Moreover, the speaker's methodology is distinguished by a meticulous equilibrium of semantic and syntactic components, strengthening his credibility. For instance, Sharif established his credibility by drawing on his knowledge and providing a detailed account of the disastrous floods that caused immense destruction in Pakistan.

**Excerpt 1:** “For 40 days and 40 nights, biblical flood poured on us. Even today, huge swathes of the country are still underwater”.

Prime Minister Shehbaz Sharif says we experienced a biblical flood for 40 days and 40 nights. Moreover, he highlights the seriousness of the situation and connects it with a historical narrative of human endurance and hardship, similar to the biblical account of the flood. By using precise numerical figures and a biblical analogy, he effectively enhances the dramatic impact of the crisis, establishing a relevant connection that resonates universally. In this way, the syntax and the significant meaning of "40 days and 40 nights" emphasize the enormity of the catastrophe, thereby improving his credibility by appealing to a shared human experience.

**Excerpt 2:** “The undeniable truth is that the calamity has not been triggered by anything we have done”.

The above statement connects with his moral authority by emphasizing a firm ethical stance. The term “undeniable truth” effectively conveys a sense of honesty and transparency that aligns with his principles. Furthermore, using the pronoun “we” in the first-person plural helps create a feeling of shared innocence and unity with the audience, fostering a sense of community. In terms of syntax, the declarative sentence significantly reduces any possibility of ambiguity, strengthening his moral credibility and integrity even further.

#### Pathos in Shehbaz Sharif’s Speech

Shehbaz Sharif’s speech uses a variety of recurring themes that invoke pathos, effectively appealing to emotions such as anger, kindness, friendship, hatred, fear, trustworthiness, and admiration. Moreover, he efficiently employs specific semantic and syntactic choices to construct an intriguing narrative, which, in turn, effectively connects with the emotions of his audience.

**Excerpt 1:** “33 million people including women and children are at high risk of health hazards.”

This statement creates sympathy and worry, emphasizing the significant impact on many vulnerable individuals. Furthermore, using exact figures and connections to women and children provokes a sense of kindness in the audience and evokes anger towards the situations responsible for causing such suffering. Additionally, using the term “people” promotes a feeling of human unity and collective accountability.

**Excerpt 2:** “More than 1,500 of my people have gone from the world including 400 children.”

The term “my people” shows a personal connection to the catastrophe, creating empathy and shared grief. Furthermore, the direct mention of children intensifies the tragedy, evoking a deep feeling of grief and pain. Moreover, phrases that include “gone from the world” quietly emphasize the loss's enduring and grave nature, thus intensifying the emotional resonance.

#### Logos in Shehbaz Sharif’s Speech

Shehbaz Sharif employs logic, which is known as logos, in his arguments to emphasize the importance of the challenges that Pakistan is dealing with as a result of recent natural catastrophes and climate change. In addition, he emphasizes the broader consequences of the tragedy.

**Excerpt 1:** “The impact on the health and wealth of Pakistan was beyond calculation at this point.”

This hyperbolic statement highlights the extensive damage that has been caused, indicating that the disaster's consequences are so severe that they are impossible to quantify precisely. Thus, the audience is encouraged to imagine the worst-case scenario in mind.

**Excerpt 2:** “Some 11 million people will be pushed further below the poverty line, while others will drift to cramped urban shelters, leaving little room for climate-smart rebuilding.”

The prediction emphasizes the possibility of the tragedy escalating poverty and impeding sustainable development. Additionally, he provides a strong argument for immediate and strategic action. Moreover, in terms of semantics, the speech of Shehbaz Sharif is replete with cause-and-effect reasoning, numerical data, and vivid imagery. Furthermore, from a syntactical perspective, he employs a combination of simple and complex sentences that maintain clarity while effectively expressing the gravity of the problem. To ensure that his message is both memorable and impactful, he employs parallel structures and repetition to emphasize key points.

### Significance of Rhetorical Strategies in Shehbaz Sharif’s Speech

The rhetorical strategies used by Shehbaz Sharif in his address during the 77th session of the United Nations General Assembly are significant for their skillful utilization of ethos, pathos, and logos. These rhetorical strategies effectively persuade and influence an international audience. In this manner, Sharif uses ethos, pathos, and logos with semantic and syntactic features to build a complex argument that appeals to his audience. Additionally, his use of experiences and facts gives him the confidence to present himself as a credible leader who can be trusted. At the same time, his appeals to emotions ensure that people listen to him and feel his message, along with all the pain that comes with it, which is vital for getting the world’s attention. Moreover, his logical arguments are convincing and justified, with a call to action showing that climate change is a world issue that requires collective action. Therefore, the strategies used by Shehbaz Sharif in his UN speech are not just important but crucial in engaging the global community in responding to the climate change crisis and its implications.

### Imran Khan

Imran Khan, the 22nd Prime Minister of Pakistan, addressed the UNGA on 27th September 2019 in the 74th session. His speech addresses climate change, regional peace, and social justice. The analysis of his speech is based on Aristotle’s rhetoric theory, which focuses on his credibility, emotional appeal, and logical arguments. Imran Khan's charisma and career in sports and philanthropy give him credibility and authority. Consequently, this paper analyzes Khan's speech to understand his linguistic and persuasive features, ultimately providing insights into modern political discourse and its global impact.

### Ethos in Imran Khan’s Speech

Imran Khan’s speech effectively establishes ethos by sharing personal experiences and statistics. He highlights environmental actions while addressing corruption, emphasizing his victim status. Through personal insights and moral character, he advocates for justice and provides global perspectives. His leadership is evident as he underscores his moral and ethical duty, dispels

misconceptions about Islam, and defends Muslim women's rights. Furthermore, he appeals to the Western conscience, advocates for Kashmir, and warns against war escalation.

**Excerpt 1:** "I especially came to this forum despite a difficult time in my country; facing challenges... I would not have come had there not been a very urgent problem that the world must address."

His experiences establish Imran Khan's credibility, and he expresses his dedication to addressing critical global problems. Furthermore, the statement emphasizes his commitment and willingness to prefer global concerns over national issues, which showcases sound judgment and bolsters his reputation. Additionally, the use of a conditional clause, "had there not been a very urgent problem," in the sentence highlights the issue's significance and immediacy, thereby enhancing his credibility and persuasive power.

**Excerpt 2:** "The Prophet (PBUH) is the ideal we want to live up to. He created the state of Medina which was a welfare state."

Moreover, Imran Khan demonstrates his commitment to upholding high standards of ethics and morality by drawing inspiration from the Holy Prophet Muhammad (PBUH). Furthermore, this connection with respected religious and ethical standards enhances his moral credibility and appeals to the audience's shared values. Additionally, his argument is semantically based on a highly esteemed tradition because of its connection to an essential and holy personality, which supports his moral authority.

#### Pathos Ethos in Imran Khan's Speech

Imran Khan skillfully employs Pathos in his speech to evoke emotional reactions from his audience. He strategically evokes emotions, including anger, mildness, friendship, hatred, fear, confidence, and admiration, through themes such as climate change, corruption, Islamophobia, the Kashmir situation, and humanitarian appeals. Moreover, the rhetorical approach employed by the speaker is meticulously designed to enhance emotional involvement and establish a profound bond with the audience.

**Excerpt 1:** "If nothing is done, we fear humans are facing a huge catastrophe."

**Excerpt 2:** "My optimism comes from the fact that the Almighty has given humans great powers. We can do great things."

The first statement creates a sense of fear and calls for action on climate change. The choice of the phrase "we fear" gives a collective sense of anxiety and responsibility. On the other hand, he positively counteracts the second statement. In this way, he appeals to faith and potential, evoking confidence and hope. This dual approach allows the audience to feel the message's impact while being motivated to change. Semantically, the words "Catastrophe" and "great powers" convey fear and hope, respectively; syntactically, the shift from a threatening to a positive tone maintains enlargement.

**Excerpt 3:** "Islamophobia has grown since 9/11 and it is alarming. It is creating divisions."

When addressing Islamophobia, Imran Khan addresses both individual and collective feelings.



Moreover, the term "Alarming," used in combination with the term "Creating divisions," makes one feel fear and aggression, thereby depicting the social stratification due to bigotry.

### Logos Ethos in Imran Khan's Speech

Imran Khan's speech uses logos by employing enthymeme and providing examples to effectively present persuasive arguments regarding climate change, corruption, economic inequities, and sociopolitical problems. Moreover, using semantic and syntactic strategies, he formulates his arguments by combining the components of urgency, factual evidence, and logical argumentation. Consequently, he effectively appeals to the audience's rationality.

**Excerpt 1:** "But I don't see world leaders really realizing the urgency of the situation. We have a lot of ideas; but as they say, ideas without funding is mere hallucination."

In the above statement, Imran Khan highlights the absence of immediate actions towards climate change by focusing on the difference between ideas and performance. The enthymeme is apparent in the statement that if ideas about climate change are not funded, they are ineffective. The statement assumes that taking action requires financial support and thus appeals to the logical progression of problem-solving. Furthermore, the deliberate use of the words "urgency" and "hallucination" enhances the apparent importance of the problem, while syntactically, the distinction between ideas and actions is clearly defined.

**Excerpt 2:** "Pakistan is among the top 10 nations in the world affected by climate change. We depend on our rivers, we are mainly an agricultural country. 80 percent of our water comes from the glaciers and these are melting at an alarming pace."

In addition, Imran Khan supports his argument by providing examples of the specific effects of climate change on Pakistan. This example provides evidence of climate change's adverse impacts and logically relates the global phenomenon to local repercussions, making a persuasive case for urgent action. Moreover, the statistical data regarding glacier melt provides an illustrative example that reinforces the researcher's argument, eliciting a rational response to the concrete danger confronted by Pakistan. From a semantic perspective, it is evident that the terms "top 10 nations" and "alarming pace" emphasize the severity of the situation. Additionally, from a syntactic perspective, the cause-and-effect relationship is meticulously identified.

### Significance of Rhetorical Strategies in Imran Khan's Speech

Pakistani Prime Minister Imran Khan effectively used a range of rhetorical methods based on Aristotle's classical rhetoric principles of ethos, pathos, and logos in his speech during the 72nd session of the UN General Assembly. These strategies are crucial in building his credibility, evoking the audience's emotions, and providing logical reasons, significantly impacting the worldwide audience. Furthermore, his speech's semantic and syntactic elements served an essential role in amplifying his overall influence. Therefore, the rhetorical strategies used by Imran Khan in his UNGA speech were significant in several ways. Specifically, he established credibility, engaged the audience emotionally, and presented logical arguments by effectively utilizing ethos, pathos, and logos. These strategies, combined with the careful use of semantic and syntactic elements, not only enhanced the persuasiveness of his speech but also underscored the urgency of addressing global issues such as climate change, corruption, and regional conflicts. Consequently, Khan's speech is a powerful example of how rhetorical strategies, supported by thoughtful

language and structure, can effectively communicate messages and advocate for global action on pressing issues.

### Shahid Khaqan Abbasi

Shahid Khaqan Abbasi, a Pakistani politician and statesman, has served in Pakistan's political arena for over thirty years. Significantly, his address at the United Nations General Assembly on 21<sup>st</sup> September 2017 touched upon significant topics and the position of Pakistan concerning global issues. Furthermore, he used ethos, pathos, and logos effectively in his speech to influence the audience.

### Ethos in Shahid Khaqan Abbasi's Speech

In his speech, Shahid Khaqan Abbasi effectively establishes his credibility by showcasing his good sense, moral integrity, and goodwill. Consequently, this enhances his trustworthiness and, as a result, convinces his audience of the country's unwavering dedication to international standards and principles.

**Excerpt 1:** "Let me first congratulate Mr. Miroslav Lajcak on his election as the President of the 72<sup>nd</sup> session of the General Assembly."

Abbasi congratulates Miroslav Lajcak for being elected as the President of the General Assembly's 72<sup>nd</sup> session. In addition, showing respect and acknowledging someone's authority sets a positive and respectful tone for international leadership, thus connecting Pakistan with the principles of skilled and capable administration. Shahid Khaqan Abbasi demonstrates his connection with the principle of appreciating expertise and extensive leadership background by recognizing Lajcak's credentials. Semantically, words like "congratulate" and "confident" convey respect and optimism. At the same time, syntactically, the structure of expressing confidence in Lajcak's abilities enhances the perceived credibility of Shahid Khaqan Abbasi's statement.

### Pathos in Shahid Khaqan Abbasi's Speech

The speech delivered by Shahid Khaqan Abbasi includes a range of recurring themes that effectively elicit strong emotional reactions, ultimately establishing a sense of Pathos in order to engage and convince his audience actively. Abbasi effectively evokes various emotions by strategically selecting semantic and syntactic elements, including anger, mildness, friendship, hatred, fear, confidence, and admiration.

**Excerpt 1:** "For over 70 years – despite the Cold War, the nuclear arms race and scores of regional conflicts – our world was able to avoid a global conflagration".

In the above statement, Abbasi's emphasis on the emotional urgency surrounding global conflicts emphasizes the precarious nature of international peace. Furthermore, he strategically employs contrasting imagery to elicit both fear and admiration. From a semantic perspective, the term "global conflagration" evokes imagery of massive devastation. Syntactically, using a lengthy and intricate sentence structure reflects the enduring tension and fragile balance associated with peace. Consequently, this contrast highlights the fragility of the current global situation and evokes a sense of anxiety and urgency among the audience.

### Logos in Shahid Khaqan Abbasi's Speech

Shahid Khaqan Abbasi's speech meticulously employs a combination of enthymeme and example to construct the recurring themes related to Logos syntactically and semantically.

**Excerpt 1:** “In recent years some countries have displayed a growing proclivity to resort to unilateral force and intervention against other States.”

Abbasi discusses the degradation of these principles. In addition, this straightforward enthymeme implies that recent conflicts directly result from disregarding the principles outlined in the UN Charter. From a syntactic perspective, the phrase “a growing proclivity” indicates a rising inclination, emphasizing a logical shift from conformity to non-compliance.

**Excerpt 2:** “Peace and prosperity in Asia are threatened by emerging big power friction and rising tensions in South, East, and West Asia.”

Moreover, he provides specific examples when discussing global conflicts and threats. By describing regions and employing the term “big power friction,” he makes the argument relatable and tangible for the audience.

### Significance of Rhetorical Strategies in Shahid Khaqan Abbasi’s Speech

Shahid Khaqan Abbasi skillfully used many rhetorical strategies in his speech during the 72nd session of the UN General Assembly, with each strategy having a distinct function to amplify the overall impact of his message. Specifically, selecting these strategies, including ethos, pathos, and logos, was done with great care to establish credibility, elicit emotional reactions, and offer logical reasons. Consequently, the main objective is to influence how Pakistan is seen internationally and to accomplish critical diplomatic objectives. Therefore, the analysis of Shahid Khaqan Abbasi’s speech at the UN General Assembly shows that, to be persuasive and achieve diplomatic goals on the international level, one should use ethical, emotional, and logical appeals in moderation.

### Similarities and Differences in Rhetorical Strategies of Political Leaders

#### Similarities in Rhetorical Strategies

All three leaders effectively utilize ethos to establish credibility through their experiences, actions, and moral character. For example, Shehbaz Sharif shows his administrative skills by mentioning his leadership during Pakistan's catastrophic floods and his many development initiatives. Similarly, Imran Khan establishes his credibility by utilizing his varied experiences, including his professional sports and charity achievements and prominent political positions. In addition, Shahid Khaqan Abbasi emphasizes his vast political expertise, his contributions to addressing energy shortages in Pakistan, and his efforts to enhance economic policies, establishing his reputation as a capable and seasoned leader.

Another powerful rhetorical device that all three leaders use is pathos or emotional appeal. Specifically, Shehbaz Sharif's speech vividly portrays the humanitarian catastrophe resulting from the floods, eliciting empathy and a moral need to take action. Similarly, Imran Khan employs pathos to establish an emotional connection with his audience, discussing topics such as Islamophobia, the suffering of Kashmiris during curfew, and the broader consequences of these situations. Additionally, Shahid Khaqan Abbasi employs emotional appeal when he addresses the difficulties Pakistan encounters as a result of terrorism and regional instability, the suffering of displaced people, and the need for global unity in addressing these problems.

Moreover, logos, which refers to logical arguments, is also seen in all of their speeches. For instance, Shehbaz Sharif supports his arguments with statistics regarding Pakistan's negligible

contribution to worldwide greenhouse gas emissions, contrasting this with the profound consequences of climate change on the country. Similarly, Imran Khan provides comprehensive data on the impacts of climate change, corruption, and human rights violations. In addition, Shahid Khaqan Abbasi employs logical reasoning and provides evidence of Pakistan's economic progress, energy initiatives, and participation in international peacekeeping endeavors.

#### **Differences in Rhetorical Strategies**

Despite discussing similarities, the rhetorical strategies employed by Shehbaz Sharif, Imran Khan, and Shahid Khaqan Abbasi also exhibit notable differences in their emphasis and approach. Shehbaz Sharif's ethos is based on his direct actions during crises and his administrative capabilities. His pathos or emotional appeals are profoundly based on the immediate humanitarian crisis caused by the floods. Furthermore, in contrast, Imran Khan's ethos is more broadly based on his integrity and global outlook. His emotional appeals are more broad and varied, as he discusses the emotive impact of Islamophobia, the suffering of Kashmiris under Indian control, and the broader ethical implications of these issues. On the other hand, Shahid Khaqan Abbasi emphasizes his extensive political experience and his endeavors to face national challenges. His ethos is established through his accomplishments in addressing the energy crisis and enhancing economic policies. Additionally, he emphasizes the importance of global solidarity in tackling these challenges and the human cost of regional instability.

#### **Linguistic Elements in Rhetorical Strategies**

Muhammad Shehbaz Sharif, Imran Khan, and Shahid Khaqan Abbasi's rhetorical strategies exhibit differences in focus and approach. However, they share similar elements of ethos, pathos, and logos. Specifically, Shehbaz Sharif highlights his humanitarian appeals and administrative behaviors to emphasize moral accountability and elicit empathy. On the other hand, Imran Khan prioritizes personal integrity, global justice, and systemic issues, employing emotive appeals and logical arguments to stimulate comprehension and encourage collective action. Meanwhile, Shahid Khaqan Abbasi's ethos is rooted in his extensive political experience and his work to confront national challenges. He stresses the significance of international cooperation and the human cost of terrorism through emotive appeals.

Furthermore, Shehbaz Sharif employs vivid, empathetic narratives, while Imran Khan employs direct, logical appeals interspersed with rhetorical questions and moral statements. In contrast, Shahid Khaqan Abbasi balances vivid imagery, statistical data, and moral assertions. Thus, their linguistic choices reflect these differences. Ultimately, all three leaders endeavor to persuade their international audience to support Pakistan in addressing critical global issues by employing separate rhetorical strategies.

#### **Conclusion**

The study finds that the rhetorical strategies used by the Pakistani Prime Ministers play a pivotal role in shaping their international stature and ability to address global audiences. Ethos, pathos, and logos strengthen their persuasiveness, allowing them to explain intricate topics and address various audiences. For instance, Muhammad Shehbaz Sharif's strategy focused on the fact that Pakistan contributes very little to global emissions but suffers significantly due to climate change. Through the use of emotional appeals, he brought the climate crisis closer to home and made it more accurate to the audience. Similarly, Imran Khan's emphasis on combating corruption,

addressing economic inequality, and countering Islamophobia while drawing on his own experiences and appealing to the audience's moral sense played a crucial role in establishing trust and legitimacy. He emphasized the global interdependence of problems and the need for action and fairness. Furthermore, Shahid Khaqan Abbasi's emphasis on counter-terrorism and economic development and his formal and authoritative language helped him to position himself and his arguments effectively. He spoke about Pakistan's role in combating terrorism and how the country requires support from the international community with logical arguments and facts. Consequently, all three leaders' speeches show that appealing to the audience's emotions effectively gains their sympathy and support.

However, logic and credibility are also crucial in gaining trust and confidence. Thus, these rhetorical elements, together with proper use of language, contribute to the quality of political communication in the international arena. Additionally, this study contributes to political rhetoric by identifying and explaining the rhetorical patterns employed by Pakistani Prime Ministers at the UN General Assembly. The findings of the study show how Aristotle's rhetorical theory could be used in contemporary political discourse and how ethos, pathos, and logos could shape political narratives and sway international audiences. Moreover, this study also contributes to a broader understanding of how rhetorical choices in diplomatic discourse can influence perceptions, shape global narratives, and impact international relations. Therefore, the study suggests for future research to analyze the rhetorical strategies of political leaders from other developing countries to provide a comparative perspective on how different cultural and political contexts influence rhetorical approaches. Furthermore, these contributions are helpful for future scholars as they provide a straightforward method for engaging in political discourse.

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