

Persuasive Strategies in Greta Thundberg Speech During Campaign with Theme Climate Change

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ABSTRACT

The aims of this research are: (1) To find out the types of persuasive strategies are used by Greta Thunberg in her speeches with theme climate change, (2) To describe persuasive strategies are applied by Greta Thunberg in her speeches with theme climate change. By using qualitative method, the researcher felt easy to analyze the speech and the researcher will have right answer about the question. The writer used documentation technique for collecting data. The writer used content analysis for technique of analysis. The writer found three persuasive strategies that used by Greta Thundberg Speech During Campaign With Theme Climate Change. There are : forensic rhetoric, demonstrative rhetoric, deliberative rhetoric. There are 4 forensic rhetoric , 4 demonstrative rhetoric, 11 deliberative rhetoric. The writer found all of ways that used by Greta Thundberg Speech During Campaign With Theme Climate Change. There are : Appeal to Emotion, showing evidences, personal character of the speaker. There are 5 Appeal to Emotions(ethos), 9 showing evidences(logos), 7 personal characters of the speaker.

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1. Introduction

Climate is the average weather where the weather is a state of the atmosphere at any given. Climate is defined as a measure of the average and relevant quality variability of a particular variable (such as temperature, rainfall or wind), over a period of time, from months to years or millions of years. Climate changes continuously due to interactions between its components and

external factors such as volcanic eruptions, variations in sunlight, and factors caused by human activities such as changes in land use and use of fossil fuels.

One of the most influential activists of this era is a young woman from Sweden, teenager Greta Thunberg, and her international movement against climate change effects, by performing a rhetoric and frame analysis on her public speeches. For reasons related to the limits of this paper, five of Greta Thunberg's public speeches were chosen, respectively the ones she gave during the following international events: the 24th meeting of the United Nations Conference of the Parties (UN COP24) in Poland (Fridays for Future, 2018); the World Economic Forum (WEF) held in the beginning of this year in Switzerland (Fridays for Future, 2019a); and the gathering of the European Union (EU) leaders and Parliament members in Strasbourg (Fridays for Future, 2019b). Greta Thunberg's school strike and her public speeches gained huge media attention and generated an international reaction: on the 15th of March 2019, 1.6 million students have mobilized in a global environmental protest that took place in 125 countries (350.org); at the climate action summit 2019 in New York (September 23, 2019); at UN climate change COP25 at the climate emergency event in Madrid, Spain (Wednesday, December 11, 2019). To better understand and illustrate the high school student's influence on the public opinion and in media, the study investigates how she framed the environmental problems,¹ and how she built her arguments by employing rhetorical devices and persuasive tactics.²

The researcher chooses persuasion as the learning in this research because commonly the people will much find communication that every communication has purpose each other. It can be to give information, message, advice, and it also can be affect the other without violence that called as persuasion. In this era globalization, the ability to persuade other people is needed. It commonly used in the world of marketing and politics. The ability to persuade the people are not easy. It used a skill or strategy to make the other people believe what the speakers mean and want which is called by persuasive strategies. The strategy of persuasion in marketing usually used an advertisement. Advertisement used to persuade consumer. Thus, people will give attention to the products or service and interested to consume it.

By using persuasion, people be able to avoid wrong way or unpleasant way to inform their message, conveying their product and others. Persuasion will make the conversation smoother and most of people to achieve the goal the communication with respectful. And the effect of persuasion maybe positive and negative, whether they believe and follow or just listen and go did not give

¹ Burgess, P. G. (1970, April). The rhetoric of moral conflict: two critical dimensions. *Quarterly Journal of Speech*, vol. 56(2), 120-130. DOI: 10.1080/00335637009382993

² Vavilov, Elena-Maria. *Social Sciences and Communications*. p. 11

response. "persuasive is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice".³

It means persuasion purpose to convince or influence the listener to change thought toward an issue and others without violence. Persuasion will much find in advertisement off product, politic speech or ever religion speech. Persuasion is derived from latin "Persuasion" means "to persuade". It is defined as a process of a communication that is purpose of the speaker to persuade the listener, it is clear the changing a group or a person behavior or attitude toward some event or idea by using written or spoken words. Persuasion will run well if the audiences recognize the speaker has good character and high credibility.

2. Method of Research

The qualitative research can be used in this research due to the qualitative method do not only involve the intrinsic aspect in literary work. But, it can be related with the extrinsic aspect in the literary itself. So, that is why, the qualitative method also can be said as multi method. The data in this study contains a persuasion strategy, which Greta Thunberg discussed during a campaign at the United Nations Climate Action Summit with the topic "Climate Change." Greta Thunberg's public speeches were chosen from the following international events: the 24th meeting of the United Nations Conference of the Parties (UN COP24) in Poland (Fridays for Future, 2018); the World Economic Forum (WEF) held in Switzerland earlier this year (Fridays for Future, 2019); and the European Union's annual meeting (Fridays for Future, 2020). Greta Thunberg's school strike and public speeches drew widespread media attention and elicited an international response: on March 15, 2019, 1.6 million students mobilized in a global environmental protest that took place in 125 countries; at the Climate Action Summit 2019 in New York (September 23, 2019); at the UN Climate Change COP25 at the climate emergency event in Madrid, Spain (Winter 2018); at the UN Climate Change COP25 at the climate emergency event in Madrid, Spain (Winter 2018); at (Wednesday, Desember 11, 2019).

The writer used documentation technique to collect the data in this research, because based on the statement above, the form of documentation can be a text, picture of literary work. The writer collect the data from Greta Thunberg speech in her campaign with theme climate change at UN Climate Action Summit in 2019.

³ Perloff, Richard M. *The Dynamics of Persuasion*.p. 8

3. Discussion

Data finding on the type of persuasive will be illustrated in the following table:

Table 1. Data Findings Types of Persuasive Strategies

Type of Persuasive	Total
Forensic Rhetoric	4
Demonstrative Rhetoric	4
Deliberative Rhetoric	11
Total	19

For the ways to apply persuasive strategies in this research, the writer used Aritotle's theory. There are: 5 appeal to emotions (ethos), 9 showing evidences (logos), 7 personal character of the speaker (pathos).

Data findings on the the ways to apply of persuasive will be illustrated in the following table:

Table 2. Data Findings the ways to apply persuasive strategies

way to apply persuasive strategies	Total
appeal to emotion (ethos)	5
showing evidences (logos)	9
personal character of the speaker (pathos)	7
Total	21

From that table above, the writer found the ways of Greta Thundberg in applied her persuasive strategies. The writer found the most ways that used by Greta thundberg in applied her persuasive strategies. The most ways that used by Greta Thundberg are logos and pathos.

1. Types of Persuasive

It has been explained that persuasive means a process of a communication that is purpose of the speaker to persuade the listener. Most of people ever do persuasion in daily life. Persuasion will much found some field of life because this is important thing because people can influence the other people without a violence, in every part of life, people always try to convince and persuade other people to believe with theme believe, buy their product or follow their value. Persuasion usually used in public speech, political speech, advertisement and others. After did the analysis, based on aristotle's theory, the writer found three persuasive strategies that used by Greta Thundberg Speech During Campaign With

Theme Climate Change. There are : forensic rhetoric, demonstrative rhetoric, deliberative rhetoric.

a. Forensic Rhetoric

Is a type of rhetoric that focuses on juridical character and questioning the past to determine right or wrong an action.

"The popular idea of cutting our emissions in half in 10 years only gives us a 50% chance of staying below 1.5 degrees [Celsius], and the risk of setting off irreversible chain reactions beyond human control. Fifty percent may be acceptable to you. But those numbers do not include tipping points, most feedback loops, additional warming hidden by toxic air pollution or the aspects of equity and climate justice. They also rely on my generation sucking hundreds of billions of tons of your CO2 out of the air with technologies that barely exist. So a 50% risk is simply not acceptable to us — we who have to live with the consequences. To have a 67% chance of staying below a 1.5 degrees global temperature rise – the best odds given by the [Intergovernmental Panel on Climate Change] – the world had 420 gigatons of CO2 left to emit back on Jan. 1st, 2018. Today that figure is already down to less than 350 gigatons."⁴

Climate activist Greta Thunberg, 16, addressed the U.N.'s Climate Action Summit in New York City on Monday. From the data, It can be seen that Greta explains the impacts that will occur and what will happen if climate change is not taken seriously and Greta also compares or provides information about the possibilities that will occur. Therefore, the data above is included in the type of forensic rhetoric in the form of informational sentences because the data includes containing facts that have occurred and also contains information.

"In chapter two, on page 108 in the SR 1.5 IPCC report that came out last year, it says that if we ought to have a 6% to 7% chance of limiting the global temperature rise to below 1.5 degrees Celsius, we had on January 1, 2018, 420 gigatons of CO2 left to emit in that budget. And of course that number is much lower today as we emit about 42 gigatons of CO2 every year including land use. With today's emissions levels, that remaining budget will be gone within about eight years. These numbers aren't anyone's opinions or political views. This is the current best available science. Though many scientists suggest these figures or too moderate. These are the ones that have been accepted through the IPCC, and please note that these figures are global and therefore do not say anything about the aspect of equity, which is absolutely essential to make the Paris Agreement to work on a global scale".

That means that richer countries need to do their fair share and get down to real zero emissions much faster and then help poorer countries do the same, so

⁴ Duration 00:02:17 – 00:03:33

people in less fortunate parts of the world can raise their living standards. These numbers also don't include most feedback loops, nonlinear tipping points, or additional warming hidden by toxic air pollution. Most models assume, however, that future generations will **somehow be able to suck hundreds of billions of tons of CO2 out of the air with technologies that do not exist in the scale required and maybe never will. The approximate 6% to 7% chance budget is the one with the highest odds given by the IPCC. And now we have less than 340 gigatons of CO2 left to emit in that budget to share fairly.**⁵

Not much different from the previous data, from the second data, the type of rhetoric is still forensic rhetoric in the form of informative sentences. Here Greta quotes from a book he reads to clarify and convince people that the words he said were not mere empty talk but were true and had very strong data about the statements he issued. Facts that cannot be denied or refuted. Swedish climate activist Greta Thunberg spoke on December 11, 2019 at a UN Climate Change conference in Madrid, Spain. She continued to warn world leaders about climate inaction, saying "we no longer have time to leave out the science." Thunberg was recently named Time Magazine's Person of the Year.

b. Demonstrative Rhetoric

This type of rhetoric focuses on Epicdeictics, dealing with discourses of praise and accusations to reinforce the good or bad qualities of a person, institution or idea. This type of speech aims to praise, respect or even vice versa.

*"You say you hear us and that you understand the urgency. But no matter how sad and angry I am, I do not want to believe that. Because **if you really understood the situation and still kept on failing to act, then you would be evil. And that I refuse to believe.**"*⁶

Greta Thunberg speech at 16, addressed the U.N.'s Climate Action Summit in New York City on Monday. The data above is part of the type of demonstrative rhetoric, and the form of the sentence above is a sentence of reproach. From the above sentence, the speaker has the aim to criticize the leaders and society that everyone feels they have no obligation to what happened and they feel they are not harmed. In this sentence, Greta criticized the actions taken by the community, the community and leaders. She aims to undermine the dignity of the audience by saying that by not doing anything they are tantamount to the devil. Hence this denunciation aimed at overthrowing represents demonstrative rhetoric.

Table 3. The Principle of the Five Canon of Rhetoric in Greta Thundberg's speech.

⁵ Duration 00:01:38 – 00:03:30

⁶ Duration 00:01:50 – 00:02:11

No	Kind of rhetoric	total	Description of the data
1	Inventio/Discovery	2	-raises the topic of controversial climate change. -Understanding sympathetic environmental conditions.
2	Dispositio/Arrangement	4	- Opened with an introduction or greeting. -Delivering historical facts at the beginning of the speech. - Making an attitude in the middle of the speech. - Delivering a shout at the end of the speech
3	Elocutio/Style	1	- Fill in the speech to the point
4	Pronuntiatio/Delivery	2	- Minimal body movement and lots of expression. - A lot of relying on eye contact and intonation
5	Memoria/Memory	1	- Repeating exclamations And repeating factual data.

Through this table, it can be seen that the representation of the Five Canon of Rhetoric concept in Greta Thundberg's speech does not cover all the stages of the concept based on Aristotle's theory. The data found were all in the form of content analysis. So below is a detailed explanation of the analysis of each data sequentially in the table above. "Through this table, it can be seen that the representation of the Five Canon of Rhetoric concept in Greta Thundberg's speech covers all the stages of the concept based on Aristotle's theory. explanation of the analysis of each data sequentially in the table above.

First, Inventio / Discovery (Discovery). On this first principle, Greta as the orator needs to find a topic that suits the audience, in this case the young generation as well as politicians and people around the world. As a speech that is a response to climate change. The orator is also required to understand the conditions of the audience that will be the object of his speech. In this case Greta

understands that the younger generation has a greater sense of responsibility for climate change and is easy to sympathize with. So that in her speech she expressed many aspects that contained tragedy and irony.

Second, *Dispositio* / Arrangement. At the beginning of the speech, Greta started the speech by giving greetings and greetings to the audience and conveying the facts that happened or were felt in real life. and in the middle of the speech giving or displaying the greta attitude itself in the form of criticism. At the end of the speech, an appeal sentence was given in the form of an invitation to end or reduce climate change.

Third, *Elucotio* / Style (Gaya). Greta's style of delivery seems to be to the point. She no longer rambles on with his background or the issues he will address around climate change. Greta also mentions many directly about the impact that will be felt if this problem is not resolved and resolved.

Fourth, *Pronuntiatio* / Delivery. Speech delivery techniques are sometimes based on a pre-prepared outline. Or it can also be delivered spontaneously without referring to any notes. This second technique seems to be used in the delivery of speeches by Greta. Throughout his speech he was completely focused on the camera and did not appear to be reading. This has a special attraction for the audience who listens to his speech. ? He also delivers speeches with little body movement but he has a very clear facial expression. He did not move places or move his body in any other direction. thundberg spoke in an upright position from beginning to end. The fulcrum of his speech delivery technique is eye gaze and voice intonation. He seemed very focused in one direction. This makes anyone who is listening to his speech feel as if Greta is speaking to him in person. Greta also makes use of the intonation of her voice. On sentences that required special emphasis, he raised his voice. The technique of delivering a speech in this way will save a lot of energy.

Fifth, *Memoria* / Memory. At this last stage, the main focus is no longer the speakers, but the viewers. A good speech is a speech that is memorable and easy for the audience to remember. gretal has its own way of making viewers remember the speech well. he uses a repeating technique so that the listener can remember well. and by repeating the sentence he can make the audience intrigued by his exclamatory sentence.

2. Ways to apply Persuasive Strategies

a. Appeal to Emotion (pathos)

Appeal to emotion means that the speaker must have ability to control the emotion. It is usually called with pathos. Pathos related to the emotion of the

audiences. The meaning of appeal to emotion is the capability to touching emotion and control the emotion of the audiences.

We are in the mid of the 6th mass extinction and the extinction rate is up to ten thousand times faster than what it is considered normal, with up to 2,000 species becoming extinct every single day. [02:56 – respiration breaks, Greta Thunberg’s voice is stifled by emotions and tears] Erosion of fertile topsoil... deforestation of our great forests, toxic air pollution, loss of insects and wild life, the acidification of our oceans, these are disastrous trends have been accelerated by a way of life that we, here in the financially fortunate part of the world, see it as a way to carry on.⁷

From the above statement, Greta uses pathos. Greta Thunberg's emotional speech to the EU leaders, in the EU Parliament, in Strasbourg, France (Fridays for Future, 2019, April 16), At the time of saying that Greta's statement was full of emotions that made the audience feel amazed and confirmed Greta's statement. Greta also uses tears that can control the emotions of her audience. Attracting emotions means that the speaker must have the ability to control emotions. Usually called pathos. Pathos are related to the audience's emotions. What is meant by appeal is the ability to touch emotions and control the emotions of the audience.

Showing Evidences(logos)

Showing evidences is an appeal to logic or reason. This is usually called by logos. Logos is the proofs to support the argument. Most of people will believe in what speaker said when the speaker can give the proofs and give logical reason. the speaker needs to use consistence statement to make the audience believe with them. In the society, logic and rationally are highly valued. Most communications require that we are logical and rational. Logos refers to the overall logicity and coherence of the message. Appeals to logos are necessary where facts or processes are of utmost importance.

“The popular idea of cutting our emissions in half in 10 years only gives us a 50% chance of staying below 1.5 degrees [Celsius], and the risk of setting off irreversible chain reactions beyond human control. Fifty percent may be acceptable to you. But those numbers do not include tipping points, most feedback loops, additional warming hidden by toxic air pollution or the aspects of equity and climate justice. They also rely on my generation sucking hundreds of billions of tons of your CO2 out of the air with technologies that barely exist. So a 50% risk is simply not acceptable to us — we who have to live with the consequences.⁸

⁷ Duration 00:03:57 – 00:04:54

⁸ Duration 00:02:17 – 00:03:10

From the data, it can be seen that Greta explains the impacts that will occur and what will happen if climate change is not taken seriously and Greta also compares or provides information about the possibilities that will occur. From some statement, it is including as logos. Logos is Logos is the proofs to support the argument. Greta Thunberg's emotional speech to the EU leaders, in the EU Parliament, in Strasbourg, France (Fridays for Future, 2019, April 16), Most of people will believe in what speaker said when the speaker can give the proofs and give logical reason. The speaker needs to use consistence statement to make the audience believe with them. In the society, logic and rationally are highly valued. Greta compares a lot between facts and evidence and what has happened based on what has been seen. The facts shown by Greta, namely very significant climate change which in one year can lead to enormous changes and additional warming hidden by poisonous air pollution or aspects of equity and climate justice. Whereas its proof is found in the sentence of **the Popular Idea of Cutting Our Emissions in Half in 10 Years Only Gives US a 50% Chance of Staying Below 1.5 Degrees [Celsius], and the risk of setting Off Irreversible Chain Reactions Beyond Human Control. Fifty Percent May Be acceptable to you.** Based on this statement, Greta uses a lot of persuasive strategies from aristotle's that is Logos.

b. Personal Character of The Speaker(ethos)

With body language and the way Greta delivered her speech determining how the Greta character was. There are ways to determine the first character of the energy it caused, second ways to communicate, their three body languages and trustworthy in the sense can be given responsibility or trust. From the picture above, it can be seen that Greta has a neat appearance and is in accordance with her character, she is dressed like a young person who has insight. Although at a very young age, Greta is an activist who has very broad insights. and it is reflected in the image above. It refers to the speaker character in front of audiences. How we are viewed has a very powerful influence on whether or not we successfully persuade the receiver of the message.

Persuasion will run well if the audiences recognize the speaker has good character and high credibility. Greta always uses body language and appearance that makes it look more authoritative. If Greta wants to make her listeners listen to what she says he must reflect and describe that she can be trusted and can convince her listeners. As in the picture, it can be seen Greta has a very firm expression and this reflects how she can be relied upon and with a very animating expression. Climate activist Greta Thunberg, 16, addressed the U.N.'s Climate Action Summit in New York City on Monday. Here's the full transcript of Thunberg's speech, beginning with her response to a question about the message she has for world leaders.

My name is Greta Thunberg. I am 15 years old. I am from Sweden. I speak on behalf of Climate Justice Now.

Many people say that Sweden is just a small country and it doesn't matter what we do. But I've learned you are never too small to make a difference. And if a few children can get headlines all over the world just by not going to school, then imagine what we could all do together if we really wanted to.⁹

From quotation above, **"Many People I say that Sweden is just a small country and it doesn't matter what we do. But I've Learned You Are Never Too Small to Make A Difference"** by saying the sentence, here Greta proves that a child who comes From a small city can make changes. Even though she was just a child, who was only 15 years old. She proved that she had studied and knew there was no limit to make changes. Greta tries to assure that she is more reliable, honest, and credible. Greta Thundberg used ethos or personal character of the speaker. She used the utterance above, it means that she showed her credibility toward the audiences. Ethos is nature of the communication or speaker. It refers to the speaker character in front of audiences. How we are viewed has a very powerful influence on whether or not we successfully persuade the receiver of the message. Persuasion will run well if the audiences recognize the speaker has good character and high credibility. Greta Thunberg's speech during the UN COP24 climate talks, in Katowice, Poland (Fridays for Future, 2018, December 12).

Greta used more logos in his speech because Greta showed more evidence and facts in his speech so what he said was not a mere talk. The climate change itself has a lot we feel and has a huge impact on what is happening now so that Greta makes every effort to invite other people to make changes and can hear the speech.

4. Conclusion

The writer found three persuasive strategies that used by Greta Thundberg Speech During Campaign With Theme Climate Change. There are : forensic rhetoric, demonstrative rhetoric, deliberative rhetoric. There are 4 forensic rhetoric , 4 demonstrative rhetoric, 11 deliberative rhetoric. As the result, it means that deliberative rhetoric is the dominant, while forensic rhetoric and demonstrative rhetoric has the same amount. Greta Thundberg uses more than deliberative rhetoric because the speech of the climate change is considered very important and the speech must be heard. So that Greta Thundberg prioritizes rhetoric. This is rhetoric that Intends to determine what actionthe public should or should not take. So if we invite people to do what we want to say then we must

⁹ Duration 00:00:00 – 00:00:30

be convincing and show real evidence and forbid people not to do things that can have a greater impact.

The writer found all of ways that used by Greta Thundberg Speech During Campaign With Theme Climate Change. There are : Appeal to Emotion, showing evidences, personal character of the speaker. There are 5 Appeal to Emotions(ethos), 9 showing evidences(logos), 7 personal characters of the speaker. As the result, it means that showing evidences(logos) is the dominant, while Appeal to Emotions(ethos) is the least. Greta used more logos in his speech because Greta showed more evidence and facts in his speech so what he said was not a mere talk. The climate change itself has a lot we feel and has a huge impact on what is happening now so that Greta makes every effort to invite other people to make changes and can hear the speech. And Greta also used a little emotion from the audiens. In other words, Greta will only show Evidence and not emotion.

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