



RESEARCH PAPER

Persuasive Language Strategy in Nelson Mandela's Speeches by Using Aristotle's Theory of Pathos

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ABSTRACT

This research has been taken on Nelson Mandela's political speeches by using Aristotle's theory of pathos (draw the audience's intention by offering and controlling the audience's emotion). The objective of the study is to know how people especially politicians attract people through persuasive strategies. The background of the study is based on political discourse analysis and it is a qualitative research. Nelson Mandela's ten speeches have been taken from different websites and analyzed by the Nvivo-12 software trial version which gave results in the form of percentage of words. It is analyzed by joining the most used words that are given in tables of each speech. All speeches are also analyzed by taking one sentence from each speech which is showing the persuasive strategy of pathos, which is given in italics. Nelson Mandela's most used pathos persuasive strategy in all 10 speeches is mentioned in the overall speeches' analysis. He used the pathos strategy to provoke the audience's feelings with sentences and phrases to persuade people toward his point of view.

KEYWORDS Aristotle's Theory of Pathos, Nelson Mandela, Persuasive Language Strategy, Political Speeches

Introduction

In our daily lives, persuasion is an important part of verbal communication. We are urged to buy things, keep social connections, support changes, and vote for political candidates. Persuasion's major purpose is to convince people to alter their minds, attitudes, or behaviors. For many years, persuasion and capturing people's attention has been unresolved problem. Because the objective of political discourse cannot be to persuade others, persuasion and politics are inexorably interwoven (Kennedy, 2007). As a Situation of Convincing Strategies, this examines the political discourses of leaders such as Martin Luther King, Barack Obama, Joko Widodo, and Nelson Mandela.

Nelson Mandela was the president of South Africa, and he used pathos persuasive strategy in his political Speeches. Political Speech is also used to emphasize the effort that has been done to address issues that include both political and social challenges. As a result, persuasion strategy frequently dominates political discourse. In this study, the researcher also looks at persuasive strategy through speech analysis. Speech is sometimes referred to as "language beyond the phrase," and speech examinations are frequently linked to writing and speaking (Yule, 2006). As a consequence, the backdrop of persuasive strategy utilized in political discourses is examined in this study. Aristotle's theory of pathos is applied to the study of political speech in this research. Aristotle recommended three forms of persuasion strategies to lure the audience: ethos, pathos, and logos. Here the research is based on pathos, which is based on the speaker's ability to regulate emotions. As a result, the primary goal of this research is to learn about Nelson Mandela's strategy for influencing his intended audience during his speeches

However, the focus of this study is on Nelson Mandela's political speeches, which are based on Aristotle's theory of pathos. This remark clarifies how to use persuasion strategy in political speeches.

Persuasive Strategies

Persuasion is a key aspect of communication. Persuasion is not simply a method of action, but it also requires tact. According to Aristotle, the three pillars of persuasion are ethos, pathos, and logos. The term ethos refers to an appeal to the speaker's or author's character or dignity. While pathos is based on the speaker's ability to utilize emotions, logos are based on the speaker's genuine adversary.

Pathos is a Greek word that means "pain (Speaker ability to control emotions)"

Pathos is a type of persuasion; "conflict-arousing approaches elicit emotions in the listener" (Nurrosyidah, 2016). Aristotle used pathos, which included influential approaches, because humans are not mechanically trained, but rather rely on their own emotions or sentiments. In this instance, the speaker should be aware of the audience's emotional condition. Pathos is a technique for capturing the attention of the audience. Pathos enables the speaker to connect emotionally with his listeners.

According to Aristotle, pathos is the audience's emotional condition, as well as their relationship to both the subject and the speaker. This section focuses not just on emotional states, but also the emotional states, (Alfian, Santi, & Sari, 2019). As a result, before giving their speech, presenters should create a persuasive text that is relevant to the goal. "If you do not take advantage of this chance, you will never be fulfilled in life," for example. Do you want to spend the rest of your life wondering what might happen if you tried something new? (yourdictionary.com). Speaker attempted to comfort the listeners by pointing out the phrase "they will not be fulfilled in life."

Literature Review

Several scholars have looked at persuasive strategies (Nurrosyidah, 2016), for example, looking at Barack Obama's persuasive strategies during his first presidential address. Abbas put Keraf's hypothesis to work in his research and came up with some compelling technologies.

Pathos, one of Aristotle's three types of appeal, is often communicated through effect and emotions. In the religious speech, the deliberate juxtaposition of the factual (serious theological information, inter-textual allusions to credible sources) with the emotional (both good and negative sensations) is successful. As a result, religious speech is likely to generate a wide range of emotions, all of which are intended to further the teaching while also assisting believers in seeing and accepting spiritual truths. The corpus-based study looks into how negative emotions, such as dread instilled by the speaker, might help persuade people to listen to a sermon.

Using (Faris, Paramasivam, Hoon, & Zamri, 2016) looks at how African leader Nelson Mandela used persuasion in his speech No Easy Walk to Freedom. He uncovered three persuasive strategies employed by Mandela in his speech: Ethos, Pathos, and Logos, according to the data. To manage presentational persuasion and develop attention, Mandela employed rhetorical deixis, metaphors, repetition, and alliteration. Mandela utilized analogical persuasion to try to increase the spiritual values of his addressees about the cause of liberation and independence by alluding to the Bible. Pathos strategy is employed the most by Mandela in his address to affect his audience. While Logos was used to persuade his audience to embrace his arguments against white supremacy, emotions like grief and rage were generated to inspire the nonviolent anti-white supremacist movement.

The Study of Persuasion in Nouman Ali Khan's Speeches

The goal of this research was to look at Nouman Ali Khan's verbal persuasion techniques. The speeches were given in New Delhi in 2012 at the IANT (Institute of Advance Network Technology) event. The fundamental purpose of this research is to look at how pathos strategy is employed in speeches to persuade people. The information was gathered using a qualitative technique, and it was examined by textual analysis. According to the data, Nouman employed logos (logic argument) to persuade the audience more than ethos (credibility). Nouman employed ethos and logos to persuade his audience throughout his speech. This shows that he used both logic and logos to persuade the listeners. Furthermore, in each of his speeches, he similarly employed persuasive techniques. On the other hand, the connection between ethos and logos leads to a persuasive discourse.

Imran Khan's Conquest Speech: Divination and Influence Tips: An Analysis of Social and Political Dialogue

The purpose of this study is to examine how a politician utilizes language to persuade others to accept what he or she thinks. It seeks to dissect Ex-Pakistani Prime Minister Imran Khan's (IK) victory speech, which he gave after becoming the country's 22nd Prime Minister in 2018. IK is the Chairman of Pakistan Tehreek-e-Insaf (PTI). Researchers are seeking to identify and analyze the strategies used to influence the audience in this discussion. A range of language approaches has been demonstrated to be utilized to express and obtain political influence. Speech quality analysis is based on Aristotle's Rhetoric theory, which includes Ethos, Pathos, Logos, and other persuasive IK techniques including the use of personal pronouns, predictive strategy, and good introductions. The findings suggest that political discourse is purposefully designed to communicate and persuade people about openly articulated ideas and that IK employs an Aristotelian speech model, which includes speech, prediction strategy, self-presentation, and negative presentation, among other strategies to persuade his audience to pursue his hidden goals.

Material and Methods

This part explains how to explore a research topic and the principle behind using certain methods or approaches for discovering, choosing, processing, and evaluating data to comprehend a problem by allowing the student to critically assess the entire study with honesty and authenticity. Two essential questions are answered as part of the research process approach: how was the data gathered or produced? Who was it analyzed, and more importantly, how was it analyzed? 2004 (Kallet). For the analysis and validity of the excellent study, a strong data source and flexible testing are required. The goal of this study is to assess Nelson Mandela's persuasion techniques in his ten speeches and to discover how people utilize persuasion techniques to attract people. To achieve the study's requirements, qualitative methodological techniques were used. Nvivo-12 software is utilized to transform 10 speeches that were initially authored in word format for the research. After the qualitative data has been examined, the findings are sorted out. The preferred research method, qualitative research, can be detailed in more depth in the given section.

Population and Sampling

In this study, the Nvivo-12 trail version is used to analyze Nelson Mandela's ten speeches, and the majority of the words (Cloud maps) were utilized to create sentences that demonstrated persuasion. Some phrases from each speech are also picked to demonstrate the persuasive strategy of ethos. We may assess Nelson Mandela's persuasive strategy and approaches by looking at these phrases and cloud maps (bolded terms).

The research selected some sentences from each speech which were showing persuasion and highlighted them in Appendix.

Results and Discussion

SPEECH 1

Table 1
Nelson Mandela's Speech 1

Word	Length	Count	Weighted Percentage (%)
People	6	9	1.69
Struggle	8	8	1.50
Freedom	7	7	1.31
Political	9	7	1.31
Salute	6	6	1.13
South	5	6	1.13
Apartheid	9	5	0.94
Democratic	10	5	0.94
Negotiations	12	5	0.94
Country	7	4	0.75
Racial	6	4	0.75
Today	5	4	0.75
Africa	6	3	0.56
African	7	3	0.56
Allow	5	3	0.56
Democracy	9	3	0.56
Government	10	3	0.56
Ideal	5	3	0.56
Leader	6	3	0.56
National	8	3	0.56
Place	5	3	0.56

In speech 1 Nelson Mandela talked mostly about "people" and struggle". He used the pathos strategy in his first speech after release. He praised people who remained hanging in there in hard times. In this speech, his main focus remained on the people of his country and he urged them to keep faith in his struggles as they kept before this. He focused on the struggle of people to achieve something in their lives. He also focused on freedom without any caste and color differences.

Speech 1 shows the main theme preference about people's struggle to get freedom and he saluted South Africans who apartheid through the negotiations of racial differences in the country. The more frequently used words are also bold and make a cloud to persuade people: People, struggle, freedom, political, salute, south apartheid, salute, country, today, leader, government, African, democracy, national, and domination. This cloud map query explored the struggle for people's freedom which is the result of taking steps on Mandela's side to pursue people.

Table 1 shows the ranking of the words which indicate that freedom can be got through people's struggle and the negotiations of political democracy. A single leader of a nation can bring change to a country. In the first speech, Nelson Mandela used the pathos strategy from Aristotle's theory as given in this sentence the mid of his first speech Mandela said, *"The need to unite the people of our country is as important a task now as it always has been."* In this sentence, Mandela was controlling people's emotions by persuading them to be one as they were before which is called the pathos strategy.

SPEECH 2

Table 2
Nelson Mandela's Speech 2

Word	Length	Count	Weighted Percentage (%)
cooperation	11	4	3.77
Countries	9	3	2.83
Indian	6	3	2.83
Ocean	5	3	2.83
South	5	3	2.83
Africans	8	2	1.89
International	13	2	1.89
Peace	5	2	1.89
People	6	2	1.89
Relations	9	2	1.89
Trade	5	2	1.89
Address	7	1	0.94
Africa	6	1	0.94
Arena	5	1	0.94
association	11	1	0.94
belligerent	11	1	0.94
beneficial	10	1	0.94
Beyond	6	1	0.94
Bilateral	9	1	0.94

Speech 2 shows that countries cooperate like South Africans with the Indian Ocean to make the people's relations to promote international peace and trade purposes. In speech 2 the most frequent words used in this speech are Cooperation, country, and the Indian Ocean, and the rest of the words are making clouds around them to give the connection among all the given words in speech 2.

Table 2 shows the ranking of the words which were discussed on the occasion of the inauguration of the Indian Ocean Rim Association for Regional Cooperation in which Mandela said, "*South Africans look forward to being part of such a process*". From this sentence, it is clear that Mandela was persuading people through emotions which is called the pathos strategy.

SPEECH 3

Table 3
Nelson Mandel's Speech 3

Word	Length	Count	Weighted Percentage (%)
African	7	11	2.22
Violence	8	9	1.81
Africans	8	8	1.61
People	6	8	1.61
Want	4	7	1.41
White	5	7	1.41
Children	8	6	1.21
Live	4	6	1.21
Struggle	8	6	1.21
Africa	6	5	1.01
education	9	5	1.01
government	10	5	1.01

One	3	5	1.01
Whites	6	5	1.01
Country	7	4	0.81
domination	10	4	0.81
Political	9	4	0.81
Result	6	4	0.81
South	5	4	0.81

Speech 3 shows that Nelson Mandela focused in this speech mostly on African people and the violence from black Africans who wanted equal rights as white people. In speech 3 main focus of Nelson Mandela remained on Africans People and the rest of the words which are making clouds are: Violence, want, white people, children, struggle, education, and government.

Table 3 there is given a ranking of the words which are used in Mandela's speech having the title of "I am prepared to die" in which he said, "I hoped then that life might offer me the opportunity to serve my people and make my humble contribution to their freedom struggle." In this sentence, Mandela was telling about his contribution and struggle to get equality of rights. Here in this sentence, he was persuading a person through emotions which is called the pathos strategy.

SPEECH 4

Table 4
Nelson Mandela's Speech 4

Word	Length	Count	Weighted Percentage (%)
Freedom	7	5	3.11
People	6	5	3.11
government	10	4	2.48
Continue	8	3	1.86
Going	5	3	1.86
Live	4	3	1.86
Expected	8	2	1.24
Hardship	8	2	1.24
important	9	2	1.24
Inch	4	2	1.24
Industry	8	2	1.24
Life	4	2	1.24
Mile	4	2	1.24
Police	6	2	1.24
Poverty	7	2	1.24
Side	4	2	1.24
Won	3	2	1.24
Abandon	7	1	0.62
Action	6	1	0.62

Speech 4 indicates that Mandela said about the struggle for people's freedom will remain to continue till the government would not give them equal rights. The hardships are important to descend the poverty because by doing these types of work, obviously people will be persuaded by them. Speech 4 is making a cloud of the words which are mostly used in the speech of title " On Freedom" are given: Freedom, people, government, continue, going, live, expected, and so on.

The percentage of the words is given in table 4 which is giving the ranking of words as Mandela said, "I am informed that a warrant for my arrest has been issued and that the police are looking for me." In this sentence, Nelson was provoking the emotions of people by asking them about the warrant, it's called pathos strategy.

SPEECH 5

Table 5
Nelson Mandela's Speech 5

Word	Length	Count	Weighted Percentage (%)
One	3	10	2.25
Human	5	9	2.03
Apartheid	9	7	1.58
African	7	6	1.35
Country	7	6	1.35
Ensure	6	6	1.35
Great	5	6	1.35
Must	4	6	1.35
People	6	6	1.35
assembly	8	5	1.13
South	5	5	1.13
Another	7	4	0.90
August	6	4	0.90
Mark	4	4	0.90
Racial	6	4	0.90
Racism	6	4	0.90
Take	4	4	0.90
Time	4	4	0.90
World	5	4	0.90

Speech 5 indicates that speech 5 is revolving mostly around one human who changed the difference between white and black in Africa and ensure their equality of rights. Different words are making clouds which are: one, human, apartheid, African, country, ensure, great, must, people, assembly, south, another, etc. These words interpreted that one human being can change apartheid in a country like Africa and ensure their equality of rights.

In table 5 percentages of words are given in descending order and in this speech Mandela persuades people as the original lines are given, "However hard the battle will be, we will not surrender." In this sentence, Nelson Mandela was saying that we will not surrender whatever hard time will be he was controlling the emotions of people, which is called pathos strategy.

SPEECH 6

Table 6
Nelson Mandel's Speech 6

Word	Length	Count	Weighted Percentage (%)
People	6	5	2.12
Country	7	4	1.69
Democracy	9	4	1.69
Development	11	4	1.69
Nation	6	4	1.69
South	5	4	1.69
Basic	5	3	1.27

Divides	7	3	1.27
Freedom	7	3	1.27
One	3	3	1.27
Past	4	3	1.27
Reconciliation	14	3	1.27
Africa	6	2	0.85
Africans	8	2	0.85
Bring	5	2	0.85
Chose	5	2	0.85
Community	9	2	0.85
Culture	7	2	0.85
Diversity	9	2	0.85

Speech 6 indicates that the development of a nation also depends on people through democracy having the majority of people who want freedom. Fig 6a which is revolving around the "people" and "country" by making the cloud have the rest of the given words like democracy, development, nation, south, basic, divide, freedom, past, reconciliation, etc. These words interpreted that the people of a nation are the strength of any democratic country to get the government.

Table 6 indicates the percentage of words that are given in descending order to analyze the speech. As Mandela said in this speech, *"We in South Africa are convinced that it is both possible and practicable to reach our goal of a better life for all in the shortest possible time"*. It interprets that Mandela persuaded people by controlling their emotions to reach their goals which is called a pathos strategy

SPEECH 7

Table 7
Nelson Mandel's Speech 7

Word	Length	Count	Weighted Percentage (%)
Human	5	14	4.50
declaration	11	9	2.89
Rights	6	9	2.89
Universal	9	7	2.25
World	5	7	2.25
continue	8	4	1.29
Dream	5	4	1.29
Freedom	7	4	1.29
assembly	8	3	0.96
General	7	3	0.96
Hope	4	3	0.96
Life	4	3	0.96
address	7	2	0.64
Afflicted	9	2	0.64
Aged	4	2	0.64
Allow	5	2	0.64
Ancient	7	2	0.64
Beings	6	2	0.64
Billions	8	2	0.64

Speech 7 shows that the declaration of human rights is a universal and worldwide issue in every country as the black people were seeing dreams about freedom and having some general hopes of life in South Africa. Many words are making clouds around "human"

like declaration, rights, universal, world, continue, dream, freedom, assembly, general, hope, life, etc. which interprets the speech of Mandela.

Table 7 shows the percentage of words that are being used in speech 7 which are the original words of Mandela in which he said, "Declaration of Human Rights served as the vindication of the justice of our cause". In this sentence, Mandela is persuading people by showing his struggles to get human rights which is called a pathos strategy.

SPEECH 8

Table 8
Nelson Mandel's Speech 8

Word	Length	Count	Weighted Percentage (%)
Peace	5	4	5.19
Conflict	8	2	2.60
Division	8	2	2.60
Religion	8	2	2.60
Social	6	2	2.60
Violence	8	2	2.60
World	5	2	2.60
21 st	4	1	1.30
Absence	7	1	1.30
Adding	6	1	1.30
Allowed	7	1	1.30
Allowing	8	1	1.30
Become	6	1	1.30
Beginning	9	1	1.30
Better	6	1	1.30
Break	5	1	1.30
Build	5	1	1.30
Building	8	1	1.30
Caste	5	1	1.30

Analysis of speech 8

Speech 8 indicates that speech peace and conflict in any country are produced due to the divisions of religion and violence it causes conflicts in a country. Many words are making clouds around each other by showing unity to ascend peace. These words are peace, conflict, division, religion, social, violence, world, etc. Which are the original words of the speaker.

In table 8 the percentage of words is given and in this speech, Mandela said, "It is so easy to break down and destroy. The heroes are those who make peace and build". In this sentence, Nelson urges people by showing emotions through the example of heroes which is called the pathos strategy.

SPEECH 9

Table 9
Nelson Mandela's Speech 9

Word	Length	Count	Weighted Percentage (%)
World	5	8	2.55
Poverty	7	7	2.23
government	10	4	1.27

Life	4	4	1.27
Millions	8	4	1.27
People	6	4	1.27
South	5	4	1.27
Better	6	3	0.96
Create	6	3	0.96
Justice	7	3	0.96
Live	4	3	0.96
Africans	8	2	0.64
Also	4	2	0.64
Apartheid	9	2	0.64
Around	6	2	0.64
Capacity	8	2	0.64
challenges	10	2	0.64
commitment	10	2	0.64
Countries	9	2	0.64

Analysis of Speech 9

Speech 9 indicates that world poverty depends on the government of each country as the lives of millions of people in South Africa was changed due to justice and through a single leader. The word cloud is given in fig 9a in which different words are attached to give the analysis of speech and the most used word here in speech 9 is "world".

Table 9 shows the percentage of words and the original words of Mandela's speech given, *"It requires of us all to pull together, into a partnership, to bring about the necessary changes"*. In this sentence he was urging people through emotions to be united if they want to change, it's the pathos strategy.

SPEECH 10

Table 10
Nelson Mandela's Speech 10

Word	Length	Count	Weighted Percentage (%)
Freedom	7	9	1.04
New	3	9	1.04
One	3	8	0.92
Africa	6	7	0.81
Communities	11	7	0.81
Better	6	6	0.69
Collective	10	6	0.69
South	5	6	0.69
Build	5	5	0.58
distinguished	13	5	0.58
Initiative	10	5	0.58
Nation	6	5	0.58
Required	8	5	0.58
Society	7	5	0.58
community	9	4	0.46
compatriots	11	4	0.46
Day	3	4	0.46
Days	4	4	0.46
democracy	9	4	0.46

Speech 10 shows the cloud and tree map of the words which had been used by Mandela in his speech on the day of celebration of South Africa's day. The words which are making clouds are freedom, new, one, Africa, communities, better, collective, south, build, distinguished, initiative, nation, etc. Which are interpreting that freedom for communities and a better collective new South Africa is required to build a nation.

In table 10 there are given the word percentage according to their counting in the whole speech Nelson said, *"Today, the friendship and harmony among South Africa's communities' underlines that to us, diversity is becoming a source of strength and collective enrichment.*

In this sentence, Mandela was persuading people by showing the strength of the people of his country which is called a pathos strategy.

Overall Speeches Analysis

Table 11
Nelson Mandela's overall 10 Speeches Analysis

Word	Length	Count	Weighted Percentage (%)
People	6	42	1.18
Freedom	7	33	0.93
South	5	33	0.93
One	3	29	0.82
Human	5	27	0.76
World	5	27	0.76
Country	7	25	0.71
African	7	22	0.62
Africa	6	21	0.59
government	10	20	0.56
Africans	8	19	0.54
Life	4	18	0.51
apartheid	9	17	0.48
Political	9	17	0.48
Struggle	8	16	0.45
violence	8	16	0.45
Rights	6	15	0.42
Live	4	14	0.39
New	3	14	0.39
Peace	5	14	0.39
Society	7	14	0.39
democracy	9	13	0.37
Must	4	13	0.37
Racial	6	13	0.37
declaration	11	12	0.34
Ensure	6	12	0.34
Nation	6	12	0.34
Time	4	12	0.34
Better	6	11	0.31

Overall 10 Speeches' Analysis

Overall Speeches show the top word "people" is used and the rest of the words which are making the cloud are: freedom, south, one, human, world, country, African, Africa, government, life, apartheid, political, struggle, violence, rights, etc. This analysis found that

the main focus of Nelson's speeches people of South Africa can be human beings to keep the world and the rest of all countries away from its government. From these words, it is also interpreted that through political struggles a person can change the whole system of a country.

Table 11 shows the overall percentage of words that are used in all speeches. "People" is the word which is used most of the time in Mandela's speeches having a length of 6 and counting 42 with 1.18%. It means the main focus of Mandela was on his country's people's freedom and equal rights.

Ten speeches of Nelson Mandela are interpreted and clearly show that he urged people: to struggle to get freedom for the welfare of humanity, to work hard, and avoid the violation of rules and rituals. It is the best way to persuade people to draw a purpose by giving and controlling the emotions of the audience is called the pathos strategy.

Current study results are given below:

- Speech one with the title "Nelson Mandela's Speech on his Release" shows the emotions of a person after his release, it's called pathos strategy. In the first speech, Mandela remained focused on the people of his country. Mandela mostly talked about freedom and how a person can get his rights through struggles. He persuaded people by showing his struggle throughout his life by persuading people through emotions is called the pathos strategy.
- Speech two with the title "Message from President Nelson Mandela" shows the personality of a person which refers to ethos strategy. Mandela gave examples that how a country makes development with the social cooperation of various countries which is a pathos strategy.
- Speech three with the title "I am prepared to Die" refers to passion and its pathos strategy. Nvivo-12 results for speech three are showing the percentage of words that are 'African' and 'violence' mostly used in this speech. Word 'African' goes into the strategy of ethos and 'violence' into pathos.
- Speech four with the title "On Freedom" refers to awakening the emotions of people to get something, it's called pathos strategy. The results are showing the percentage of words in which the most used words are Freedom and people. The title and percentage of words are showing the intention and emotions of people which is called pathos strategy, it means in a speech four pathos strategy is used.
- Speech five with the title "On Racial Discrimination". It refers to overcoming the racial differences among people of their country. From the title of the speech, it is clear that this speech is being used to persuade people by descending the cast and color difference which is a pathos strategy in actuality. The percentage of words in which most of the used words is "one" and "Human". Both the words are interpreting that one human can change the whole system which is called pathos strategy.
- Speech six with the title "On Reconciliation" is interpreting the emotions of people and how they can be united. Speech six is showing the percentage of words that are given in descending order and most of the used words in this speech with the interpretation that how people of a country can make development by living in a democratic country.
- Speech seven with the title "On Human Rights" is interpreting that this speech will be all about human rights by living in a society and how they can get their rights through struggle which is called ethos strategy. The percentage of words in which mostly used words are Human, declaration, and rights. These words are showing the struggle for equality which refers to emotions related to the struggle of humans which is called pathos strategy.
- Speech eight with the title "On Building Peace" refers to the logic or the reasons to build peace in a society, it's called logos strategy. The cloud map, tree map, and percentage of words show most of the used words like peace, conflict, division, religion, and social.

These words interpret that the peace of a country is shaken due to conflicts and divisions of religion in society. It refers to ascending emotions and is called a pathos strategy.

- Speech nine with the title "On Fighting Poverty" refers to overcoming the lacking in a society related to food means poverty which is called pathos strategy. Most of the used words in this speech are given like world, poverty, government, life, etc. These words are interpreting that, the life of folk can be better when government members descend their expenses and elite class life by doing this, poverty can be overcome. This strategy is called pathos.
- Speech ten with the title "Address by President Mandela at the SA freedom day celebrations Pretoria 27 April 1996" refers to the celebrations of SA which shows the passion, it's called pathos strategy. The most used words in this speech are freedom, new, one, Africa, communities, and better. These words are giving the interpretation that one new Africa can be established some better communities when there will be freedom for everyone.
- Overall ten speeches interpretation is given in the form of cloud map, tree map, and percentage of words. The most used words in all ten speeches are people, freedom, south, one, human, world, country, African government, and African life. These words are collectively giving some meanings and interpretations which is given: People of a country like South Africa can be one human by minimizing the cast and color difference so that the world would also admire the life and government of Africans. Furthermore, the interpretation is that violence in a country can also be descended by giving them equal rights and a single person can change the whole system of a country through continuous struggles that are called pathos strategy.

Recommendations

After conducting this research, the researcher discovers that this research is a unique one and an ideal study in its nature. It's different research from the previous ones.

- The next researcher can do it with different perspectives and by using some other ways.
- In this research, the data is obtained indirectly by the researcher through different websites.
- As a result, during Nelson Mandela's political speeches, the researcher does not have access to the genuine context. Furthermore, this study is dependent on the researcher's interpretation and description.
- As a result, the researcher makes recommendations for future researchers and students. To begin with, several researchers have looked at advertisements and political discourses.
- If the next researcher wants to research persuasive strategies, he could look at the persuasive phrase in a variety of ways, including in-depth writing. Further, this research can be modified by researching the rest of the two strategies of Aristotle's theory.
- As a result, the researcher advised the student to learn more about persuasive techniques first.
- Second, because so many scholars have applied Aristotle's theory to their study, the next researcher may be drawn to certain theories. The next researcher may look at the latest persuasive strategies to better capture data and perform analysis. As a result, the researcher will have something new to contribute to the state of the art.
- For students, learning the techniques of persuasion has many benefits, not only for the researcher but also for everyone involved in the communication process, as it can be applied to both verbal and non-verbal communication.
- Many people use it to simplify their approach to their purpose because it is part of the communication they use.
- The researcher recommends that English Department students learn to persuade as part of a speech. This is because persuasion is an important part of communication, and it involves the use of language to persuade the audience.

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