Analyzing Rhetorical Techniques in Victory Speeches by a Two-Term Canadian Prime Minister

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Abstract

Justin Pierre James Trudeau, the Prime Minister of Canada, delivered victory speeches in 2015 and 2019, calling for unity and rejecting negativity in Canadian society. This paper analyzed the rhetorical strategies used by Trudeau to persuade and convince his audience. Using Aristotle's rhetorical framework of ethos, pathos, and logos, this paper examined how Trudeau built his credibility and moral character, appealed to emotions, and used logical reasoning to support his arguments. The results unveiled that Trudeau adeptly communicated his message and struck a chord with his audience by employing ethos, pathos, and logos. These persuasive elements remained consistent in specific strategies yet exhibited variations in both quantity and quality throughout his speeches to some degree. In 2015, emotional appeals, primarily Pathos, were prevalent, likely due to his initial election and lack of prior accomplishments to reference. In contrast, 2019 emphasized his experiences and accomplishments, mainly Ethos, during his second term. The results illustrate successful communication strategies for public figures, highlighting the importance of credibility, emotional appeal, and logical reasoning in persuasive speeches. These findings hold value in educational, psychological, and business contexts, providing guidance for crafting impactful speeches and effectively engaging with clients.

Keywords: Speech, Justin Trudeau, Persuasive Strategies, Rhetoric Technique

การวิเคราะห์เทคนิคทางวาทศิลป์ในคำปราศรัยชัยชนะของนายกรัฐมนตรีสองสมัยแห่งแคนาดา

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บทคัดย่อ

จัสติน พีแยร์ เจมส์ ทรูโด นายกรัฐมนตรีแคนาดา ได้ให้คำปราศรัยแห่งชัยชนะในปี 2015 และ 2019 เรียกร้องความสามัคคีและปฏิเสธความคิดเชิงลบในสังคมแคนาดา งานวิจัยนี้วิเคราะห์กลยุทธ์เชิงวาทศิลป์ที่ทรูโดใช้เพื่อโน้มน้าวและทำให้ผู้ฟังเกิดความเชื่อมั่น งานวิจัยนี้ใช้โครงสร้างวาทศิลป์ของอาริสโตเทิล ได้แก่ เอโธส พาทอส และ โลโกส ในการสำรวจว่า ทรูโดได้สร้างความน่าไว้วางใจ ความมีศีลธรรม และความมีเหตุผลเพื่อสนับสนุนสุนทรพจน์อย่างไร ผลการวิจัยแสดงให้เห็นว่า ทรูโดสื่อสารและสร้างความผูกพันธ์กับผู้ฟังได้อย่างชำนาญโดยใช้ เอโธส พาทอส และ โลโกส บางกลวิธีขององค์ประกอบในการโน้มน้าวใจเหล่านี้ปรากฏสม่ำเสมอในสุนทรพจน์ แต่ก็มีบางกลวิธีปรากฏในปริมาณที่แตกต่างกันในสุนทรพจน์ทั้งสอง

คำสำคัญ: สุนทรพจน์, จัสติน ทรูโด, กลวิธีการโน้มน้าว, เทคนิคการใช้ภาษา

Introduction

The essential part in delivering policy and persuading people is creating speeches (Beard, 2000). Political policies are the ambitions of politicians to exert their power and implement their ideas on the political, economic, and social aspects of society. To gain the trust and votes of the public, politicians rely heavily on their ability to effectively communicate their thoughts through well-crafted and distinct speeches, and they constantly strive to disseminate their views and increase their influence on the minds and actions of the public (Chikhoune, 2019). In actual fact, language plays a crucial role in political speeches as politicians aim to sway public opinion and control values, for political speeches are meticulously crafted and may involve the contributions of several speech writers, to ensure that the message is communicated effectively (Stobbs, 2012).

As with other political speeches, victory speeches are inherently persuasive in nature. Specifically, influencing the listeners and spreading political policies to be put into practice requires the use of various communicative techniques, with persuasion being a critical strategy. Persuasion is an attempt by the speaker to convince their audience of certain opinions and achieve their desired outcome, utilizing various linguistic strategies, including emotional appeals and seductive language (Kouzouloglou, 2015). In other words, the objective of persuasion spans across various genres, characterized by a speaker's endeavor to convince engaged participants of specific viewpoints, with the aim of achieving persuasion. This is distinct from employing particular linguistic strategies like seduction and emotional appeals (Sornig, 1989). In fact, crafting effective speeches is an essential part of delivering policies and persuading people (Beard, 2000). Hence, persuasion is used by speakers to change the attitudes and behaviors of their listeners, and it is an essential element of political speeches and policy announcements as it helps politicians to achieve their goals without resorting to violence.

This paper, therefore, aimed to explore the role of language and persuasion in political speeches and analyze the communicative techniques used by Justin Pierre James Trudeau, the 23rd and current Prime Minister of Canada since 2015, to influence listeners and spread their political policies. As this study focuses on persuasive techniques in political speeches, the findings can be beneficial for debaters seeking to create compelling arguments for their statements. Additionally, it can also be useful for public speaking classes in teaching students the art of crafting effective speeches.

Research Questions

1. What are the most frequently used persuasive strategies in Justin Trudeau's victory speeches between 2015 and 2019?

2. Do Justin Trudeau's victory speeches in 2015 and 2019 demonstrate a consistent use of persuasive strategies? What are similarities and/or differences between them?

Literature Review

Theoretical Framework

1. Aristotle's persuasive strategies

Aristotle emphasized the role of rhetoric (the art of eloquent and persuasive communication, encompassing figures of speech and various compositional techniques) as a tool for orators to uncover likely truths and engage in societal endeavors (Kennedy, 2007) twenty-four centuries ago, hitherto, his concepts and wisdom continue to shape fundamental aspects of our contemporary world. Aristotle's theory (Aristotle, 1954; 2015) suggests three persuasive strategies, including credibility proofs (Ethos), emotional proofs (Pathos), and logical proofs (Logos). Ethos, Pathos, and Logos are persuasive strategies and key elements in effective communication. Ethos refers to moral standing or the credibility of the speaker, which is built on a combination of personal character, trustworthiness, and language that resonates with the audience. Orators who successfully establish their credibility are more likely to be viewed as trustworthy and inspire confidence in their audience. To convey their goodwill, orators may carefully address the issues that matter to their audience and demonstrate their responsibility to them. They may also cite respected authorities to support their claims and strengthen their credibility.

Pathos, on the other hand, involves appealing to the audience's emotions. According to Aristotle, a speaker who can establish an emotional connection with the audience is more likely to persuade them to support their position. To be effective, the orator needs to understand the emotional state of the audience and use language that evokes positive emotions, such as confidence, humility, or empathy. Repetition of certain words or phrases, such as "my friends" or "together," can also be used to create an emotional bond between the speaker and the audience.

Logos, the appeal to logic, involves using logical arguments and real-world examples to support a position. A statement that attempts to persuade the audience by offering a reasonable claim and providing proof in support of that claim can be considered a logical argument. There are two types of logical arguments: deductive and inductive. In inductive arguments, specific instances are used to support a general conclusion. Speakers may use well-known examples or facts that audiences are familiar with as premises to persuade them. Deductive arguments use enthymemes, which involve using a widely accepted instance to support a particular case.

2. Previous studies on Persuasive strategies

Several previous studies have examined persuasive techniques in political speeches using Aristotle's persuasive strategies. For instance, Iqbal (2013) analyzed persuasive techniques in President Barack Obama's 2013 inaugural address and found that Obama used emotional appeals (Pathos) by evoking patriotism, Ethos by using historical analogies to gain credibility, and Logos to support his arguments by referring to the Declaration of Independence. Additionally, Shabrina (2016) analyzed persuasive strategies in Hillary Clinton's political campaign speech and found that she used all three strategies effectively, using pathos to connect emotionally with the audience, Ethos to establish her credibility, and Logos to support her arguments. Furthermore, Widyawardani (2016) analyzed persuasive techniques in Donald Trump's presidential candidacy announcement speech and found that emotional aspects (Pathos) were dominant in the speech. Trump also employed enthymemes and examples to construct logical arguments (Logos) while simultaneously invoking Ethos to bolster his credibility with the audience, despite subsequent research uncovering his frequent utilization of ambiguity in his rhetoric (Duffy, 2023). Likewise, Silden (2017) analyzed persuasive strategies in political speeches given by Barack H., Obama, &David W. D. Cameron at the UN Climate Change Conference in Paris in 2015 and found that Cameron's speech was dominated by Logos and Pathos, while Obama used all three strategies effectively. Finally, Chikhoune (2019) explored David Cameron's Bloomberg speech and concluded that Cameron's persuasive strategy relied mostly on facts or logical appeal (Logos) by providing historical facts to support his arguments.

The current study is distinct from previous research in that it focuses on Justin Trudeau's victory speeches in 2015 and 2019, which have not yet been examined. Although he was re-elected as the Canadian Prime Minister in 2019 with a considerable number of seats, to date, no research on the online databases has been conducted to analyze his persuasive strategies.

Methodology

Research Instrument

This research centers on analyzing Justin Trudeau's victory speeches in 2015 (23.50 minutes) and 2019 (24.07 minutes). The transcripts of these speeches were obtained from Macleans' online news platform. The selection of Justin Trudeau for this study was based on his notable success in the 2019 Canadian presidential election, where he was re-elected with a significant majority of seats and a remarkable 99.7 percent of votes counted. The researcher's interest lies in examining the persuasive strategies employed

by Trudeau in both speeches, which are deemed critical in understanding his effectiveness in engaging and influencing his audience.

Data collection

This study utilized transcripts from online public websites featuring Justin Trudeau's victory speeches as the primary source of data:

https://www.youtube.com/watch?v=X5ahUcxsEjk&ab_channel=CBCNews

https://www.youtube.com/watch?v=see9cOc9F5s&ab_channel=CTVNews

Specifically, the study focused on Trudeau's use of the English language.

Data analysis

In this study, the researcher utilized a mixed-method approach by incorporating both qualitative and quantitative methods to identify and analyze persuasive strategies used by Justin Trudeau in his 2015 and 2019 victory speeches. The qualitative method involved a thorough analysis and identification of the persuasive strategies present in the selected speeches, based on Aristotle's theory as outlined by Iqbal (2013). The researcher created a table with persuasive strategies, sub-categories, and descriptions of their use.

For the quantitative method, an analytical checklist table was created by the researchers based on rhetorical proof guideline, which included categories such as Ethos, Pathos, and Logos, with sub-categories such as goodwill, reference, and example, etc., including descriptions of their use. The persuasive strategies were identified, analyzed, and filled in the information onto the checklist table. Following that, the number of figures of speech found in the selected speeches was counted and calculated as a percentage.

The use of mixed methods could facilitate a more comprehensive understanding of the persuasive strategies employed by Justin Trudeau in his victory speeches. The analytical checklist provided a systematic approach for identifying and categorizing the persuasive strategies used by the speaker, while the quantitative method allowed for a more objective assessment of the frequency and prevalence of the identified strategies.

Results

Qualitatively, this study identifies three subcategories of Ethos: Goodwill, Managing Distance, and Referring.

Goodwill represents a favorable assessment of the speaker's intentions toward the audience (Griffin, 2012). It becomes evident when the speaker addresses the concerns of the audience thoughtfully, demonstrating care and responsibility towards them. For example, “You told us that it’s getting harder and harder to make ends meet, let alone to get ahead. You told us you’re worried about whether you’ll be able to afford

a dignified retirement. You told us that your communities need investment. You told us you need a fair shot at better jobs." (Extract 1).

Managing Distance occurs when the orator tailors their language and arguments to resonate with the audience (Iqbal, 2013). Sometimes, this is achieved when the speaker employs plural pronouns, linking themselves as part of the audience. For example, "It's time for a change in this country, my friends, a real change." (Extract 3). and "Merci. Merci. Thank you. Thank you, my friends." (Extract 3).

Referring is employed when the speaker cites endorsements of their character by respected authorities (Iqbal, 2013). For instance, "One of my favorite prime ministers, Wilfrid Laurier, often talked about patriotism and the unifying power of common goals and aspirations. And I've thought about that a lot since getting into politics." (Extract 4).

Similarly, Pathos, as found in this study, can be categorized into three subcategories: Repetition, Confidence, and Humbleness.

Repetition is evident when the speaker duplicates words to reinforce their message and evoke an emotional connection with the audience. For example, Trudeau used phrases like "My friends" 7 times and "hopeful" 3 times in his 2015 victory speech.

Confidence is perceived when the orator exudes self-assurance and conviction in their beliefs. For example, "Canadians – Canadians have spoken. You want a government with a vision and an agenda for this country that is positive and ambitious and hopeful. Well, my friends, I promise you tonight that I will lead that government. I will make that vision a reality. I will be that Prime Minister." (Extract 5).

Humbleness is conveyed when the orator attempts to evoke a sense of humility. For example, "It has been the greatest honor of my life to serve you for these past four years. And tonight, you're sending us back to work for you. We take this responsibility seriously and we will work hard for you, for your families, and for your future." (Extract 6).

Lastly, this study identifies two subcategories of Logos: Enthymeme and Examples.

Enthymeme is seen as a rhetorical demonstration, convincing the audience by presenting something as demonstrated (Christof, 2010). It is employed when the orator provides widely accepted instances to support their argument and draw conclusions. For example, "Hundreds of thousands more supported us actively with their friends and online. They convinced their neighbors and their families. And all of these people had one thing in common: they care deeply about their families, their communities, and their country." (Extract 7).

Example is an effective method for illustrating an idea and is favored by preachers, orators, and teachers to clarify their thoughts so that the audience can grasp the meaning (Griffin, 2012). It is employed when the speaker cites real events as examples to bolster

their position and persuade the audience. For instance, “These last few days, I’ve done rallies across the country and at a few of them, I’ve told Dean’s story. Dean had voted Conservative his entire life. But this time around he decided to vote Liberal on behalf of his daughter. You see, he understood that this election was about so much more than just the next four years. This election is about the next 40 years.” (Extract 8).

Below, you will find the quantitative results of this study. The results are divided into two parts regarding research questions.

Response to Research Question 1: What are the most frequently used persuasive strategies in Justin Trudeau's victory speeches between 2015 and 2019?

Part 1: Use of Argument (Ethos, Logos, and Pathos) in Justin Trudeau's Victory Speech 2015

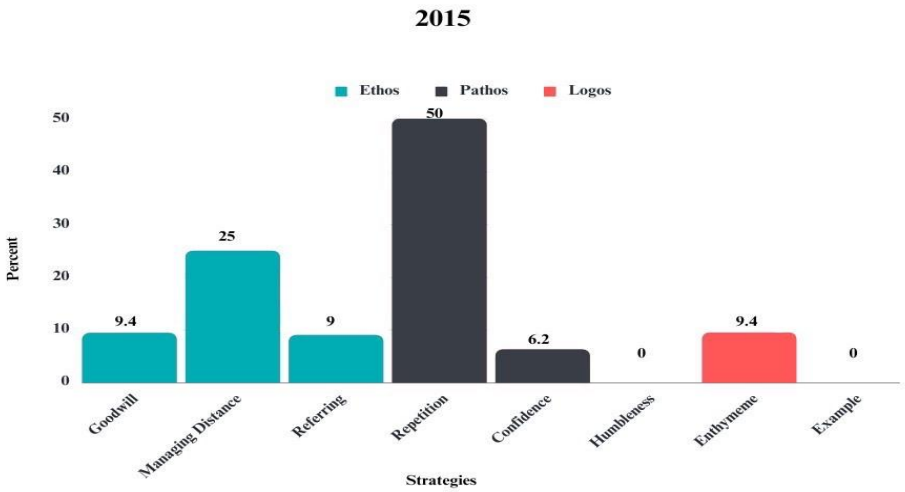


Figure 1: The Results of Persuasive Strategies in The Victory Speech 2015

The results presented in the table above indicate that Pathos (56.2%) was the most frequently utilized, followed by Ethos (34.4%) and Logos (9.4%), respectively. Regarding subcategories of persuasive strategies, Repetition was the most extensively employed (50%), followed by Managing Distance (25%). Goodwill and Enthymemes were both used in equal proportions (9.4% each), while Confidence was utilized to a slightly lesser extent (6.2%). Notably, References and Examples were absent from the speeches.

Ethos: As one of the primary objectives of a victory speech is to unify the nation under the newly elected leader, the leader must establish their credibility with the audience. Justin Trudeau used ethos as a persuasive tool in 34.4 percent of his statements in his 2015 victory speech to establish his character and credibility. Justin Trudeau's victory speech in 2015 had a significant emphasis on building trust with the Canadian people.

He used his personal story and background to establish credibility and demonstrate his values. For example, he said, “I grew up with a deep respect for the environment. My father taught me that we have to work hard to protect it.” (Extract 9). Also, Trudeau confirmed his goodwill towards the people by carefully addressing their concerns and showing concern for their well-being. He also maintained a physical and social distance between himself and the audience by using the plural pronoun “my friends” from the beginning of the speech. Additionally, as Canada is home to multiple ancestries and languages, Trudeau spoke both English and French during the speech to show his inclusivity and concern for all citizens. His goodwill also goes in line with what Griffin (2012) stated in that goodwill refers to a favorable assessment of the speaker's intentions toward the audience. This manifests when the speaker meticulously addresses the concerns of the audience to demonstrate their care and responsibility towards the people.

Pathos: Trudeau's speech in 2015 also used emotional appeals to connect with his audience in 56.2 percent of his 2015 victory speech to establish an emotional connection with the audience. He also used repetition of words and phrases such as “my friends,” my fellow Canadians”, “hopeful,” and “we can make it happen” to convey a sense of unity and positivity. He also expressed his confidence in his ability to lead the country, which helped to inspire hope and create a sense of unity among the audience. In addition, he referenced the Canadian people's desire for change and acknowledged their hardships, such as “hardworking families who are finding it harder and harder to make ends meet.” (Extract 10). He also emphasized his commitment to inclusivity and diversity, saying “we will love and respect each other, and we will celebrate our differences.” (Extract 11).

Logos: In 2015, Trudeau used logical arguments in 9.4 percent of his statements to convince the audience of his plans for the future of Canada. He promised to invest in infrastructure, reduce taxes for the middle class, and create jobs. He also presented himself as a leader who was willing to work collaboratively with others to make positive change, saying “we will work together to create jobs, to grow the economy, to strengthen the middle class, and to help those working hard to join it.” (Extract 12).

Trudeau employed an incomplete syllogism, known as an enthymeme, to make the audience supply the missing conclusion and arrive at the desired conclusion on their own. He first established that hundreds of thousands of Canadians had supported his party, then he linked this to the fact that all these supporters shared a deep care for their families, communities, and country. By doing so, he implied that his party would be good for all Canadians, leaving the audience to supply the conclusion on their own.

Overall, Trudeau's use of ethos, pathos, and logos in his 2015 victory speech helped him to establish his credibility, connect with the audience emotionally, and persuade them through reasoned arguments.

Part 2: Use of Argument (Ethos, Logos, and Pathos) in Justin Trudeau's Victory Speech 2019

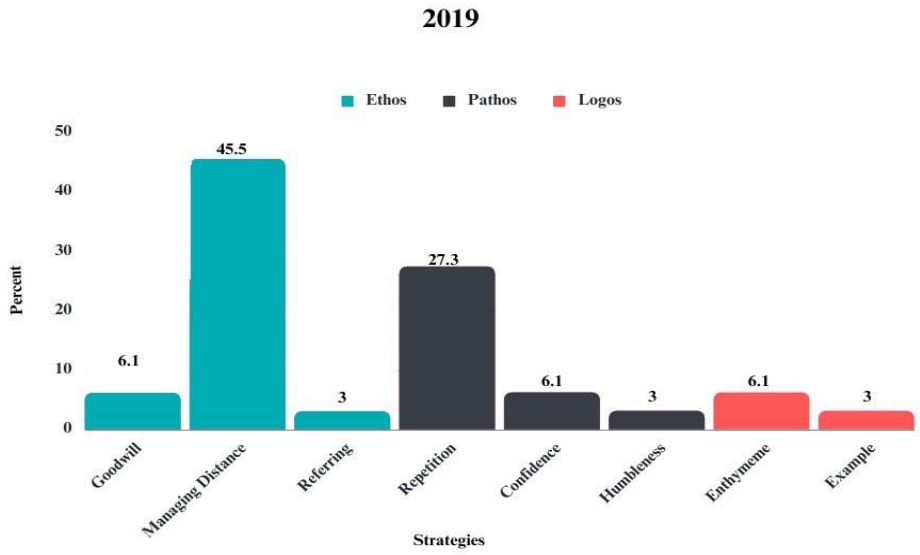


Figure 2: The Results of Persuasive Strategies in The Victory Speech 2019

The results presented in Table 2 above indicate that Ethos (54.5%) was the most frequently employed, followed by Pathos (36.4%) and Logos (9.1%), in that order. Moreover, the subcategories of persuasive strategies that were most frequently utilized were Managing Distance and Repetition. Further details of these findings are provided below.

Ethos: In 2019, Justin Trudeau emphasized his experience and accomplishments as a leader to establish his credibility. He reminded the audience of his achievements in his first term as Prime Minister, such as “lifting hundreds of thousands of kids out of poverty, creating more jobs for Canadians than at any point in our history, and taking historic action on climate change.” (Extract 13). In terms of ethos, it is interesting to note how Trudeau tried to establish his moral character and credibility through his use of inclusive language and his references to Wilfrid Laurier. By doing so, he attempted to show that he was one of the people and understood their issues. In his speech calling for Canadian unity and a rejection of negativity, Prime Minister Justin Trudeau aimed to establish his credibility as a trustworthy leader. The use of Ethos in his speech accounted for 54.5 percent of his persuasive approach. To establish his moral character and goodwill towards

the audience, Trudeau carefully addressed the issues facing Canadian society. He also made reference to Wilfrid Laurier, a Canadian politician and statesman, who served as the seventh Prime Minister of Canada, to demonstrate his respect for Canadian political history and show that his goals aligned with those of his predecessors. Through his use of plural pronouns, such as “my friends” and “we,” Trudeau aimed to reduce the physical and social distance between himself and the public, demonstrating that he understood the concerns of ordinary Canadians and presented an agenda that was inclusive and beneficial for all.

Pathos: Trudeau also used Pathos, accounting for 36.4 percent of his persuasive approach, to establish an emotional connection with the audience. He used repetition of keywords, such as “together” and “forward,” to emphasize his message of unity and to reject negativity. By using these words repeatedly, he aimed to evoke an emotional response from the audience, encouraging them to focus on a positive future and reject negativity. Additionally, by expressing his humbleness and gratitude for the opportunity to serve the people, he aimed to create an emotional sense of sincerity and commitment to the public. Additionally, he acknowledged the challenges faced by various groups, including “young people trying to find a place to call home, seniors worried about the cost of medication, and Indigenous peoples fighting for their rights.” (Extract 14).

He also expressed empathy and compassion, saying “we will be there for you. We will fight for you. We will work for you.” (Extract 15).

Logos: In his 2019 speech, Trudeau also used Logos, accounting for 9.1 percent of his persuasive approach, to make logical arguments and to persuade his audience. He used an enthymeme, an incomplete syllogism, to make a statement about Wilfrid Laurier's political goals, which led the audience to draw the conclusion that Trudeau shared those goals. Explicitly, the enthymeme used is “These last few days, I’ve done rallies across the country and at a few of them, I’ve told Dean’s story. Dean had voted Conservative his entire life. But this time around he decided to vote Liberal on behalf of his daughter. You see, he understood that this election was about so much more than just the next four years. This election is about the next 40 years.” (Extract 16), and the incomplete syllogism utilized is “One of my favorite prime ministers, Wilfrid Laurier, often talked about patriotism and the unifying power of common goals and aspirations. And I’ve thought about that a lot since getting into politics.” (Extract 17). In other words, Trudeau used an example to illustrate his point and persuade his audience further. He recounted a story about a man named Dean who had voted Conservative his entire life but decided to vote Liberal in the current election on behalf of his daughter. Trudeau explained that Dean understood the importance of looking beyond the immediate future

and considering the next 40 years when making political decisions. By sharing this anecdote, Trudeau aimed to convince the audience that the Liberal party was the better choice for securing the future of the country, and the audience found his argument to be logical. Furthermore, Trudeau emphasized his commitment to fighting climate change, creating jobs, and investing in infrastructure. He also presented himself as a leader who was willing to listen to and work with all Canadians by saying, "We will govern for everyone. We will fight for all Canadians." (Extract 18).

1. Response to Research Question 2. Do Justin Trudeau's victory speeches in 2015 and 2019 demonstrate a consistent use of persuasive strategies? What are similarities and/or differences between them?

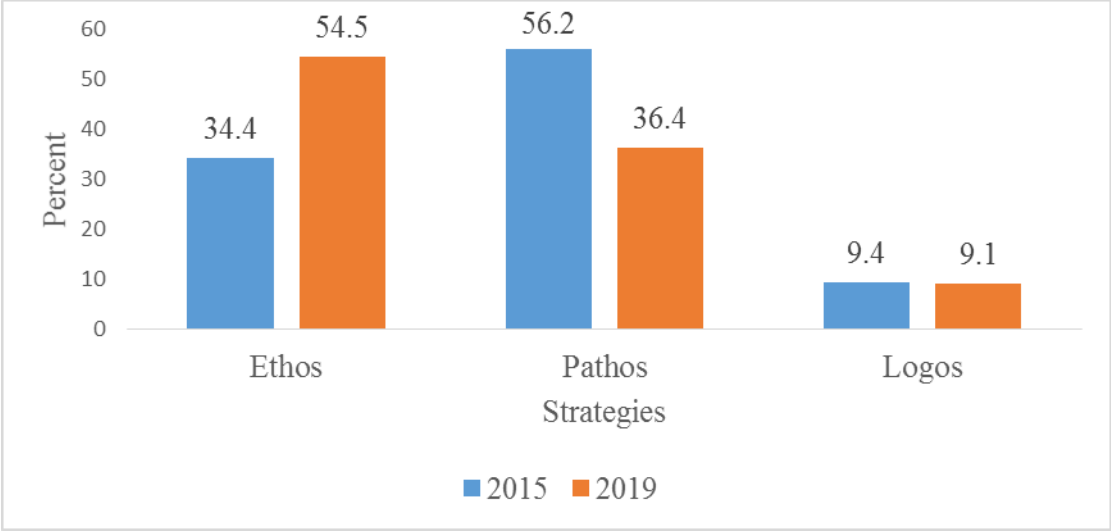


Figure 3: Comparison of Persuasive Strategies in The Victory Speeches in 2015 and 2019 (Main Categories)

Based on the data presented in Table 3, when we consider his victory speeches in both 2015 and 2019 within a larger context, it becomes evident that Trudeau alternated between using Ethos and Pathos. Specifically, he utilized Pathos more prominently in his 2015 speech, whereas Ethos took precedence in his 2019 address. Interestingly, his usage of Logos remained consistent in nearly identical proportions and followed a corresponding pattern in both speeches.

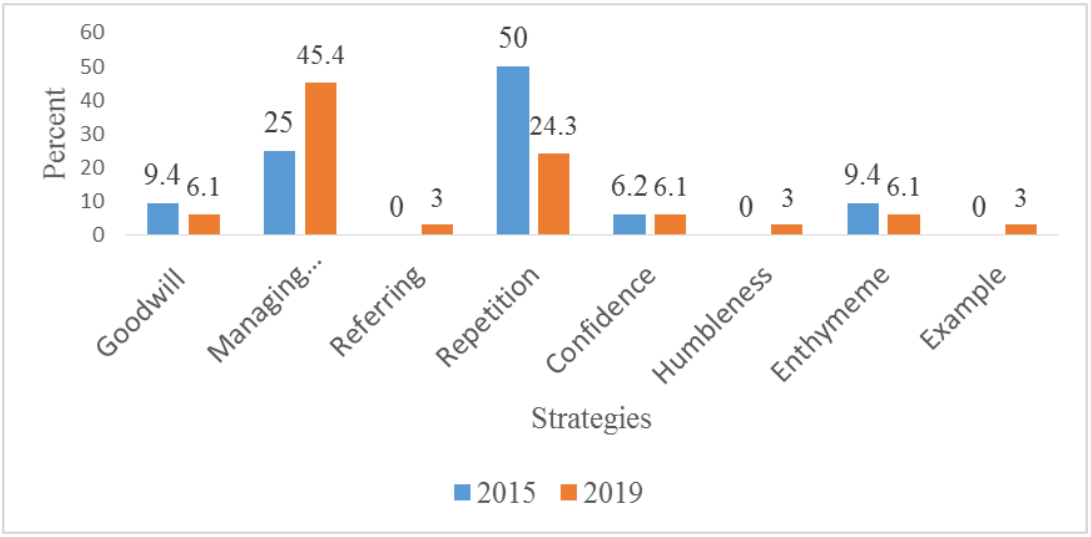


Figure 4: Comparison of Persuasive Strategies in The Victory Speeches in 2015 and 2019 (Subcategories)

The outcomes presented in Table 4 above reveal conspicuous disparities in the subcategories of persuasive strategies employed in Trudeau's victory speeches from 2015 and 2019. Notably, there is a marked contrast in the utilization of Repetition (50% in 2015, 24.3% in 2019), Managing Distance (25% in 2015, 45.4% in 2019) Referring (0% in 2015, 3% in 2019), and Examples (0% in 2015, 3% in 2019). These findings indicate that Trudeau incorporated significantly more repetition in his 2015 speech but made fewer references and examples compared to his 2019 speech. Interestingly, he employed Humbleness and Examples only in his 2019 speech. Nevertheless, he utilized Goodwill, Confidence, and Enthymeme at similar percentages in both instances.

In summary, the findings indicate that Trudeau predominantly employed Pathos in his 2015 speech and Ethos in his 2019 speech. Furthermore, Referring and Humbleness were absent in the 2015 speech but evident in the 2019 speech. Accordingly, there is a lack of consistency in the persuasive strategies employed by Justin Trudeau in both victory speeches.

Discussion

Crafting an exceptional victory speech requires a delicate balance: acknowledging one's own contributions while also highlighting the achievements of others. Ethos, Pathos, and Logos have consistently proven to be effective, as they are essential components of speeches that captivate audiences, elicit their engagement, and shape their beliefs in alignment with the speaker's intentions. This trend is observable not only in the speeches of Canadian Prime Minister Justin Trudeau but also in those of other prominent leaders,

such as UK Prime Minister David W. D. Cameron (Silden, 2017; Chikhoune, 2019), US President Barack Obama (Silden, 2017; Iqbal, 2013), US President Donald Trump (Widyawardani, 2016), and even in Hillary Clinton's political campaign speech (Shabrina, 2015).

However, the specific strategies and language used can vary significantly depending on the individual leader and the context. As demonstrated in this paper, Trudeau emphasized emotional appeals, particularly Pathos, in his 2015 victory speech, aligning with the findings in Obama's speech (Iqbal, 2013) and Trump's presidential candidacy announcement speech (Widyawardani, 2016). Conversely, in his 2019 victory speech, Trudeau relied more on Ethos, while consistently using Logos to a lesser extent in both of his victory speeches. These results diverge from the dominant use of Logos observed in UK Prime Minister Cameron's speeches at the UN Climate Change Conference in 2015 (Silden, 2017) and Bloomberg (Chikhoune, 2019).

Of utmost significance, Prime Minister Justin Trudeau adopted a distinctive approach by delivering his speeches in Canada’s official languages, English and French, symbolizing his bilingual identity, which Canadians hold in high regard. As an illustration, he expressed gratitude with “Mérce.” and “Thank you," and in Montreal, he remarkably delivered a 2015 victory speech in both French and English. This distinctive choice underscores and amplifies the multicultural and multilingual nature of the nation's identity. Notably, this bilingual presentation stands out as a feature not observed in the other speeches analyzed in the previous research. In addition, findings from 2015 indicate a predominant use of emotional appeals, particularly Pathos. This might be attributed to his initial election, where he had yet to commence his work, lacking previous accomplishments to declare. As a result, he frequently employed words and phrases to convey his strong commitment to the role, reinforcing hope, spirit, and unity. In 2019, however, emphasis was placed on his experiences and accomplishments, mainly Ethos. This was his second term, and he had demonstrated his capabilities and accomplishments. Hence, the speech aimed to bolster his credibility by referencing his prior work and achievements.

Crafting a public address is a meticulous process, as recognized by Andrew Jackson the seventh President of the United States (Justice, 2022). Consequently, the results obtained from analyzing speeches given by Trudeau and other influential leaders are valuable to individuals requiring assistance in crafting or delivering a public address.

Conclusion and recommendation

Overall, Justin Trudeau's victory speeches in 2015 and 2019 utilized a variety of persuasive techniques to connect with the Canadian people and establish his credibility as a leader. Both speeches made use of ethos, logos, and pathos, with varying emphasis

on each depending on the message he was trying to convey. In terms of ethos, Trudeau used his personal story, background, and experience to establish credibility with the Canadian people. He also used emotional appeal to connect with the audience and emphasize his commitment to inclusivity and diversity. Finally, he presented logical arguments to convince the audience of his plans for the future of Canada. By using a combination of these persuasive techniques, Trudeau effectively conveyed his message and won the trust of the Canadian people.

In conclusion, Trudeau's speech on Canadian unity effectively used rhetorical strategies to persuade and convince his audience. His use of Ethos, Pathos, and Logos contributed to his message's success and resonance with the public. This analysis can serve as an example of effective communication for public figures, highlighting the importance of credibility, emotional appeal, and logical reasoning in persuasive speeches. Within the realm of rhetorical analysis, numerous discussions and debates revolve around the spectrum, role, and significance of context.

Furthermore, these findings have broader applications, extending to educational settings where language, culture, and society are pivotal in crafting speeches intended to captivate audiences. Additionally, psychologists and business professionals can leverage the insights gained from this study to persuasively engage with their clients in their professional endeavors or training programs. Future research is encouraged to yield more robust results and provide additional examples of how language, culture, and society, spectrum, role, and relevance of context (Bird, 2011) manifest in various genres of rhetoric delivered by diverse and accomplished individuals.

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