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## **Textual Patterns and Persuasion Strategies in Anwar Al Sadat's Speech to the Knesset**

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### **Abstract:**

The paper deals with the textual patterns namely: problem-solution, general-specific and question-answer, and persuasion strategies as using pronouns, repetitions, religious citations, Aristotle's pathos, logos and ethos and other persuasion devices in Al Sadat's speech to the Israeli Knesset.

**Key words: textual patterns, persuasion strategies, pathos, logos, parallelism, listing, problem-solution.**

### **Introduction:**

The paper presents the textual patterns and persuasive linguistic strategies in President Mohamed Anwar Al Sadat's speech that he delivered in Israeli Knesset in November 20, 1977. The study aims to relate textual patterns to persuasive linguistic strategies in a way that helps to flow information, convince and affect listeners/addressees.

The Egyptian president Al Sadat paid a visit to Jerusalem, Israel on November 20, 1977, after the war victory in 1973 against Israel. His visit to the Israeli Knesset had shocked Arab, Muslim and Israeli peoples. This visit had multiple "political and social effects on not only the Arab world, but also on Egypt, as well as on Sadat himself." ( Abdulsada P.8). His speech is immemorial. His visit was for and "reconciliation" with a country that occupied his country for some years. Sadat made a daring move of becoming the Middle-East's first peacemaker ( Castro p.i). Due to the importance of this speech, the researcher will analyze in terms of textual patterns and persuasive linguistic strategies like the use of pronouns, Aristotle model, religious citation and repetition.

### **Materials and Methods:**

Undoubtedly, writers/speakers need to organize their thoughts in texts in a way that enables listeners/readers understand them thoroughly. So, the way texts structured and organized is of crucial importance to both of them.

There are three patterns of text organization (McCarthy 1991, Holland and Johnson 2000): problem-solution, General-Specific, and Claim-Counter-claim (or Hypothetical-Real) (24). McCarthy argues that knowledge of textual patterns is part of general knowledge. Identifying textual patterns facilitates understanding texts themselves (24).

### **Problem-Solution Pattern:**

Hoey states that this pattern contains elements like: (1) an optional previous Situation in which the pattern is provided, (2) the problem itself, (3) the Response to the problem and (4) a Positive Result or Evaluation. If the response given to the problem is inappropriate, it will be called Negative Result or Evaluation and if the opposite, it will be called Positive Evaluation or Response.

Rollnick stresses that the writer/speaker starts off with a given situation and then presents to the listener/reader a problem with questions that need to be answered. In his/her attempt to answer these questions, the speaker/ writer may give final solutions to the problem with an evaluation and a follow-up (p.6).

This pattern can be referred to as SPRE: S stands for Situation for Problem, goal, need for knowledge, R for Response, the way for achieving a goal and E for Evaluation.

According to Hoey (2001) the problem- solution pattern is the most commonly described (Harvey Tejada et al:p. 2). It can be used interchangeably with other patterns like problem-solution-evaluation, goal-achievement, opportunity- taking, desire arousal-fulfillment and gap in knowledge-filling are culturally popular patterns of text-organization. Hoey argues that knowledge of these patterns are of high

importance to readers'/listeners' schemas as it enables them to understand the text easily (P.3).

Lexical items important to this pattern are "crisis", which implies a "problem", and "decision" that implies "a solution" (Humphrey p.22). For problem, we find words like: concern, difficulty, dilemma, drawback, hamper, hinder(er/ance), obstacle, snag, for response: change, combat, come up with, develop, find, measure response (d/se). Words like: answer, effect, consequences, outcome, solution, (re)solve are used to indicate solution/result, while words like (in)effective, manage, overcome, succeed, (un)successful, viable and work can be used to signal evaluation (Grabe:p.79). Signal words that indicate the relationship of the sentences to the overall organization can be placed at the first position in the sentence to provide a launching point for the new information which follows. Miller et al add that the writer/speaker can indicate the causes and consequences of the problem (p.25). Added to that, there can be many different responses to the same problem (p.27).

### **General-Specific Pattern:**

Holland and Johnson claim that this pattern includes "an initial general statement, followed by a series of (progressively) more specific statements, culminating in a further generalization" (2000; 21). In other words, it begins with a generalization, followed by a number of specific statements that expand the generalization either by explaining, or exemplifying and/or justifying. McCarthy presents diagrammatic representations:

General Statement	General Statement
Specific statement 1	specific statement 1
Specific statement 2	Even more specific
Specific statement 3	Even more specific

etc

etc

General statement

General statement

(McCarthy 1991;158) adopted from (Matsubara2003;4)

### **Claim-Counter claim pattern:**

This pattern is very effective when speaker/writer presents contrasting ideas. It simply consists of a series of claims and counter claims. This pattern is more frequent in "political journalism...newspapers and magazines"(McCarthy 1991;161). According to Holland and Johnson, it is "compare and contrast....academic essay" (23).To identify a textual pattern , there are lexical signals that can be useful (Jordan:148).He provides a list of 31 lexical items that signal this pattern , for example: according to, probably, apparently, believe, estimate, imagine, seem , suggest, likely, evidently, perhaps and so forth. Moreover, Matsubara asserts that this pattern may contain at least three elements: claim, counter-claim and common ground' which reveals similarity or what is common between two opposing assertions. In addition, each element makes use of specific lexical items to signal its message:

Claim: argue, assertive, state, view, etc

Counter-claim: contest, reject, etc.

Common ground: accept, admit, agree, similarity, etc.

### **Question /Answer Pattern:**

This pattern is common in academic texts. Generally, a question functions as a heading and sets up an expectation for details that follow. McCarthy states that the question is posed somewhere within the textual pattern and is then answered "with evidence or authoritative support" (158).This pattern has some features in common with the problem-solution pattern, but question-answer pattern aims to pursuit a satisfactory answer to a question explicitly posed at the beginning of the text (discourse) (Grabe p.159).

It is noteworthy that a text may contain more than one pattern" it is important to realize that structuring a text using one pattern does not preclude in any way other forms of patterning" (Holland and Johnson 2000: 27) (Humphrey: 26). In other words, a text (discourse) may contain embedded patterns within the main or the matrix pattern. All of them are employed to convey the message of the speaker/ writer.

It can be concluded that patterns of text organization (textual patterns) help in creating overall coherence of text (discourse). This can easily be achieved by existing logical connections between ideas and dividing text (discourse) into chunks of information. Furthermore, they draw attention to themes and meanings with lexical choices. The study will prove that Al Sadat's speech in Israeli Knesset satisfies all of these textual patterns.

The paper will also use persuasive strategies like: rhetorical question, deictic pronouns, religious citation, repetition, Aristotle's and Atkinson's models of persuasion, along with textual patterns in analyzing the speech. It is worth mentioning that Mazied introduces a very comprehensive work on political discourse analysis and critical discourse analysis (PDA and CDA Made simple) in 2014, in which, he presents a comprehensive analysis to the Al Sadat's speech to the Knesset, focusing on persuasion strategies. The researcher will depend on some of the devices he employs in his analysis. Content and structure are closely related. To convey a message, one has to use certain structures.

### **Rhetoric and its importance:**

The Oxford English Dictionary defines it as "the art of using language so as to persuade or influence others; the body of rules to be observed by a speaker or writer in order that he may express himself with eloquence" (Dalama:9). Though rhetoric has begun with ancient Greeks, its devices are still used up till now and are prevalent especially in political speeches (Dalama: p. 25). Moreover, rhetorical devices affect sentences structures.

Rhetoric presupposes a persuasive speech effect on the audience by the speaker. According to Bradford (1997:3), " the term {rhetoric} is derived from the Greek *technerhetorike*, the art of speech....It is a means of persuasion" (Otieno: p.80).Aristotle defined rhetoric as "the faculty of discovering all the available means of persuasion in any given situation (Otieno. P.80).

Persuasion is "an effort to influence a person's beliefs, attitudes, intentions, motivations or behaviour" (Ghazani P.631).political discourse fulfils the purpose of persuading the addressees.Fotheringham defines persuasion as" creating effects in receivers, and achieving desired goals(Sameer p.46) whereas Burke argues that "whenever there is persuasion, there is rhetoric" (Sameer.p.44). it can be easily concluded that rhetoric focuses mainly on persuasion. In addition, it implies power and ideology. It tries to explain how people use language in a way that influences their feelings, ideas, and actions.

Politics is a struggle for power in "order to put certain political, economic and social ideas into practice ( Bayram p. 24). Linda Thomas et al argue that "politician throughout the ages have owed much of their success to their skilful use of rhetoric, whereby they attempt to persuade their audience of the validity of their views by their subtle use of elegant and persuasive language " (Dalama p.5).Charters-Black (2005) states that successful speakers in political contexts need to appeal to the attitudes and emotions of their audience.

Meyer (2000:52-94) argues that there are differences among the three terms: polity, policy and politics. Whereas polity refers to the form and structure or framework of political action, policy is concerned with planning and "content related" part of political action (Sameer p.45).on the other hand, politics, focuses on the interpretation of the political interest and positions of consent and assent. In politics, politicians present themselves in such a way to gain followers and persuade addressees to adopt their beliefs, views, values and eventually change their behaviors. So, there are two different views concerning politics:

one views politics as a struggle for power and the second sees it as a cooperation, influence and liberty.

Peter Adamee (2011), in his thesis conclude that persuasive strategies are not different in speeches as politicians aim to convince their audience and change their beliefs and attitudes regarding political issues via language.( Sameer p.46).

According to Aristotle (in his seminal work, *The Art of Rhetoric*), there are three modes of persuasion: ethos, logos and pathos. They are three artistic proofs that can be reflected by character, reason and emotion. The first proof is Ethos or personality, character, is to strengthen the relationship between the speaker and his audience. His/her character can be revealed through good will and credibility which he/she displays through modesty and set of shared values. The second proof (Pathos) or emotions which can be depicted through pleasure or pain. The third proof (Logos) or reason, in which, the speaker presents his/her message and ideas based on arguments.

The second model the paper will use in the analysis is that of Atkinson's linguistic strategies. He presents techniques that influence the audience deeply namely: listing, repetition, contrastive pairs, religious citations and the use of first plural pronoun "we".

Politicians prefer the deictic pronoun "we" rather than other pronouns to express a degree of their personal involvement. Politicians use deictic pronouns creatively ( Otieno p.84). According to Fairclough (2001), "we" has two values: exclusive and inclusive. It is inclusive', when it includes the addresser and addressees, "exclusive" we when includes addresser plus one or more others but Not the addressees. The use of inclusive pronouns is to reinforce the concept of belonging to the audience to the same shared goals (Ghazani p.645). Using exclusive "we" to build rapport with audience (Ghazani p.647).while using first person pronoun "I" is to show integrity to audience. The speaker does not belong to the group, but he/she tries to identify himself with them to



create sense of sympathy. Using third person plural pronoun 'they' to refer to a group that differ from the audience.

Using first person plural pronouns as we, our, ours and us is to create a sense of unity between speaker and addressees. It increases the closeness by reducing the distance. This is inclusiveness. In this way, the speaker and the audience become indivisible entity. But to conjure strong emotions in the audience and to create informal relationship between the two, the speaker uses pronouns (I, and You). The speaker is spreading out the responsibility to his/her audience ( Otieno p.85).

First person singular pronoun (I) is used to build what Aristotle calls ethos and to show personal gratitude. It is used to identify the person who takes responsibility for what he says. I also is employed to show shared interests between the speaker and the audience by appealing to their emotions. I suggests power and solidarity.

Rhetorical questions are those questions that do not require actual answers. They are used to create effect. They are emotive devices that appeal to audience's emotions ( Otieno p.90).they are a persuasive strategy. They are used to "quell any doubts the audience may have about his intentions (Dalama p.22). In this way, the speaker creates a dialogue with audience by making them formulate eventual answers to these questions. The audience's participation in the dialogue, the speaker makes, helps him/her to influence and guide them to the conclusion that he/she wants.

Religious citation is a persuasive strategy which enables the speaker to show politeness and a positive attitude towards his/her audience. Religion is presumed by the speaker to be "a common or neutral ground" and of concern to everyone (Fairclough 2005:54). This strategy brings the speaker together with the audience (Dalama p.21).

Mehdi Dastpak et al claim that speakers can motivate their audience by 'relating the content of their speech to their audiences' personal lives (p.13).this comes in accordance with Maslow's hierarchy of needs that

human beings ,in general, seek. These needs include physiological, safety, social, self-esteem and self-actualization needs. Speakers can try to satisfy the needs of safety and security of the addressees in their speech ( p.13). This is can be called positive motivation.

Parallelism is a persuasive strategy which means the repetition of the same syntactic form or structure. It is a series of structures but not identical. They are similar in grammatical structures. Leech (1969:65) states that "in any parallelistic pattern, there must be an element of contrast" (Ghazani p.88).it very often connected with rhetorical emphasis and memorabilty (88).

Jonestone (1989: 148) assumes that persuasion can be achieved by moving or sweeping the audience's emotions by rthymic flow of sounds and words. By this way, the speaker exists himself/herself in the consciousness of his/her audience by "repeating, paraphrasing and calling aesthetic attention" (Sameer: 48).

Those techniques or persuasive strategies along with textual patterns will be used in analyzing the glorious speech of President Al Sadat at Israeli keenest.

### **Limitations of the Study:**

The study will concentrate on the speech delivered by President Al Sadat at Israeli keenest in 1977. This speech has been chosen due to its high importance. It represents a turning point not only in Egypt's history, but in Israel's and All the Arab's history as well "his visit to Jerusalem represented a critical juncture in the politics of the Arab-Israeli conflict" (Molefi et al p.40). The speech is very long and rich in linguistic and stylistic features. So, the researcher will confine herself to the framework presented in material and methods. Also, the paper will deal with the translated text of the speech.

In 1977 annual celebration of Egypt's victory in war against Israel (crossing Suez Canal in 1973). Sadat released his astonishing

announcement of his will to visit Israel. In November, 17, 1977, Israel sent an official invitation to Sadat to visit the Keenest.

**The Study:**

To understand the message of a text (discourse), and to react or respond to it, one has to identify the textual patterns (organization) of the text. The main pattern of the speech is SPRE (Situation- Problem- Response – Evaluation). It the overall pattern and within there are other embedded or subordinate other patterns like: question-answer, claim-counter claim, sequence, cause and effect, general-specific and chronological pattern. It is noteworthy, that patterns are not of fixed size, in terms of number of sentences or paragraphs contained within them.

He begins his speech with peace, his main cause, topic or issue. He wishes peace for all (Arabs, Israelis, and every part in the world). Then, he presents the situation: the world full of conflicts, menaced now and then by destructive wars by men to annihilate men.

Elements	speech
Situation	Peace for all of us in the Arab lands, in Israel and everywhere in our big globe.
Problem	Beset by its sanguinary conflicts, confused by its sharp contradictions, jeopardized from time to by destructive wars unleashed by man to annihilate his fellowmen. However ultimately, from among the debris of what man has constructed, from among the remnants of his fellowmen, neither victor nor vanquished will emerge. The

	vanquished will also always be man, the paragon of Allah's creations. Man whom Allah has created as Gandhi, the saint of peace, has put it: "to trudge on earth, building life and worshipping Allah".
Solution	Today, I have come to you with firm steps, to build a new life and to establish peace.
Evaluation	We all on this earth, Moslems, Christians, and Jews alike, worship Allah and nobody but Him. Allah's teachings and commandments are love, sincerity, purity and peace.

**Another problem –solution pattern:**

Element	Speech
Situation	The cause of the Palestinian people, and the legitimate rights of the Palestinian people, are no longer ignored or denied by anybody. No thinking mind can conceive that this should be ignored or denied. It is a reality which the international community, west and east, has supported and recognized in international documents and official communiqués.

Problem	It will not do anybody any good to turn deaf ears to its resounding voice or to close his eyes to its historic truth. Even the United States of America, your prime ally, which bears the maximum commitment to protect the existence and security of Israel, and which provides Israel all moral, material and military aid, even the United States has elected to face the facts and the reality, and to admit that the Palestinian people have legitimate rights, that the Palestinian question is the heart and crux of the conflict, and that as long as this issue remains unsolved the conflict can only continue to aggravate and to reach new dimensions.
Solution	In all faith I tell you that peace can't be achieved without the Palestinians.
Evaluation	It would be a grave error with unpredictable consequences to ignore or brush aside this cause.

**Lexical signals for this pattern:**

Conflict, issue, grave, consequences, unresolved, error , ruins, question, cause, contradictions, annihilate, remnants, vanquished, jeopardized, decision, responsibility, and destructive.

It is noteworthy that Mr. President presents the situation and the problems but he receives many different responses; namely negative and positive:

When I declared it before the entire world...with astonishment, or even complete astoundment. In fact, some shaken by violent surprise imagined that my decision was no more than a verbal man oeuvre meant for public consumption...a political tactic to cover up my intentions to wage war.

So, there are many different responses to one solution. He is bold and courageous enough to bear the consequences of deeds and actions.

**Claim-Counter Claim Pattern:**

This pattern presents two different views which stand in contrast to each other.in other words; one view is raised and then disputed or reneged. In Al-Sadat's speech this is repeated many times as follows:

***Claim:** In addition to this, I didn't come to you to agree upon a third disengagement in Sinai, or the Golan and the West Bank, for this would only mean that we are postponing the lighting of the fuse to a future date. It would also mean that we lack the courage to face up to peace and we are too weak to shoulder the burden and responsibilities of a durable and just peace.*

**Counterclaim:**

*I came here to you to build together a durable and just peace and to prevent any Arab or Israeli bloodshed. For this reason I declared that I was ready to go to the end of the world.*

The contrast between the two ideas: he (the president) is not weak to ask for stopping the war, but he is strong enough to shoulder the responsibility. This contrast clarifies his aim namely to build durable and just peace.

Again this pattern is repeated:

**Claim:**

*Peace is not a signature endorsing written lines.*

**Counter claim:**

*It is a new writing of history.*

Through the contrast between the ideas, he presents his concept and definition of peace, his ultimate goal.

**Claim:**

*The Arab Nation is not seeking a durable and just peace from a position of weakness or instability.*

**Counter claim:**

*On the contrary, it possesses all the potentialities of power and stability.*

**Claim:**

*We were separated by a gigantic and high wall which you tried to build throughout a quarter of a century, (**counter claim**) but it was destroyed in 1973. It was a wall of constant psychological warfare which kept smoldering and escalating. It was a wall of intimidation by brandishing a powerful force, capable of the entire Arab nation from one end to another. It was a wall that alleged that the Arab nation had turned into sweeping lifeless corpse. Some of you even forecast that the Arab nation will never rise again in another fifty years. It was a wall that always threatened us with the use of the (long arm) capable of reaching any position, in the Arab world. It was a wall that threatened us with annihilation and destruction ...*

**Counter claim:**

*We must admit together that this wall fell and was destroyed in 1973.*

Many claims were there but he destroyed all of them by victory in 1973 war.

**Claim:**

*The experience of ancient and modern history may teach us all that missiles, warships and nuclear weapons cannot establish security, (**Counter claim**) but, on the contrary, they only destroy everything that security builds.*

**Question- Answer Pattern** is also employed in this speech by President Anwar Al Sadat:

*What is peace for Israel?*

*That should live in security and safety in the area with its Arab neighbours.*

It is worth mentioning that he introduces many logical answers to this question.

*That, Israel should live within its borders secure from any aggression.*

*That Israel should obtain all the guarantees that ensure for it these two facts.*

Again, he poses the same question but with different answer:

*To sum up: when we ask, what is peace for Israel?*

*The answer will be, that Israel should live within its borders in peace and security with its Arab neighbours, within the framework of all the guarantees it may want, and which are given to the other party.*

Another question which is related logically to the last one is:

*How can this be achieved?*

*How can we reach this result, so as to achieve a just and lasting peace?*

In his answer to this question, he firstly, states some facts before rendering the answer: the fact that Israel occupied some Arab territories and Arab people will not accept any peace agreement without



withdrawal. He revives the spirit of Omar Ibn El Kattab and Salah Eldine as they represent the spirit of tolerance and respect for rights.

It is noteworthy that a logical answer to all of his questions is peace. The solution to all the problems he introduces and explains is just peace. The speech seems as if it were a historic document of peace.

### **General-specific Pattern:**

This pattern is employed by the president:

*We should elevate the rule of humanity with all the power of the values and principles which promote the position of man. Allow me to address the people of Israel from this platform. I address ...every man, woman and child in Israel.*

He begins with rules of humanity that very general to all mankind and to Israeli people. Then he speaks generally again:

*To mother who has lost her son;*

*To the wife who has been widowed;*

*To the son who has lost his brother and his father;*

*To all the war casualties;*

### **Persuasion Strategies:**

#### **Pronouns:**

President Al Sadat uses different pronouns in his speech. It can be easily noticed that he uses pronouns effectively and efficiently in a way that influences his audience and persuades them of what he says. Most frequently, he uses the first person singular pronoun "I" and first person plural pronoun "we". In addition, he uses, second person pronoun "you, and the third person plural "they" for different effects. I does not substitute another noun. It is used to express his own responsibility for what he says:

*I have come to you with firm steps, to build a new life.*

*I declared it before the entire world ...*

*As I said before...*

Using the pronoun "I" to show a very high level of personal involvement and commitment:

*I have borne---and I will bear—the exigencies of a historic responsibility. For this purpose I declared some years back, on February 4, 1971 to be exact, that I was ready to sign a peace agreement with Israel.*

*I bear the same feeling and responsibility toward everyone in the world, and certainly toward the Israeli people*

This pronoun shows that he really cares and is sincere in his intention:

*I made my decision; I made my decision with all the spiritual clarity and purity of faith.*

*I chose to come to you with an open heart and an open mind.*

*I chose to give this great impetus to all the world efforts for peace.*

I , here, expresses sincerity and credibility. It is also an emotional "I" (Nakggawe : 16)

*I address this pure and sincere message to every man, woman and child in Israel.*

It is very clear that "I" has many different functions in the speech that accounts for its existence more than eighty times in the text. "I" is almost used eighty seven times. It is notable that there is an overuse of first singular and plural "I" and "we". First person plural pronoun is almost over fifty times. Politicians prefer deictic pronouns instead of others to express a degree of their personal involvement.

“we” can be used inclusively and exclusively according to Fairclough: inclusive if it includes addressor and addressee, but exclusive if includes addresser plus one or more others but not the addressees.

*We welcome you among us in all peace and security...we refused to meet you- in any place...we used to describe you as so-called Israel. We attended the same international conferences or organizations*

It excludes the addressees. *We* is an exclusive one in these cases.

*Those who bear like us the responsibility, must be the first to have the courage to take decisions of destiny ....we must all rise above every form of fanaticism...we should never forget that infallibility belongs to God alone.*

*We must admit together that this wall...*

Inclusive *we* in this case that is used,

“*us*” is exclusive as it refers to the speaker and Arabs and Egyptians, but *we* in the next sentences is inclusive as it includes all, the addressor and the addressees. He uses inclusive pronoun to share the same goals whereas the exclusive pronoun is to reinforce his belonging to Arab and Egyptian people with their principles, attitudes, values and distinguished personality.

“*You*” as a pronoun is sometimes used as generic (Nakggawe: 17) in political discourse, as it conveys a message of generality especially when it conveys common sense or general accepted ideas and information. It can refer to the audience he addresses. In turn, it can be used to express the audience’s benefits:

*I quite frankly state before you.*

*I would then leave you to make up your minds ....*

*You should face the reality courageously,*

He is frank and sincere with them. He speaks for their benefit.

### **Rhetorical questions and Religious citations:**

*Why don't extend our hands in faith and sincerity, to shatter this barrier together?*

Why shouldn't we agree, in faith and sincerity, to remove together all suspicions, fear, deceptions, betrayal and hidden motives?

*Why don't we move forward with the courage of men and the daring of heroes who give their lives for a noble objective?*

*Why don't we move forward, with this courage and this daring, to build a noble edifice to peace that protects and does not threaten...?*

*Why should we bequeath to these generations the outcome of bloodshed, the destruction of families...?*

*Why don't we believe in the wisdom of the Creator as in included in the Proverbs of Solomon. (Deceit is in the hearts of them that imagine evil: but to the counsellors of peace is joy)?*

*(Better is a dry morsel and quietness therewith than a house full of sacrifices with strife).*

*Why don't we repeat together the Psalms of David (Unto Thee will I cry, oh Lord. Hear the voice of my supplications, when I cry unto Thee, when I lift up my hands towards Thy holy oracle).*

*Draw me not away with the wicked...*

*Give them according to their deeds...*

There are many features: rhetorical questions which do not need an answer but they are used to make an effect and to present information logically and persuasively. They are used as an emotive and persuasive device. They appeal to audience's emotions. There are many religious citations from different religious books (Bible and Holy Quran). Repetition is easily noted, of structures (parallelism) and words:

*Why don't we...*

*Why shouldn't we...*

*No problem can be solved by evading....*

*No peace can be established by trying to...*

The word peace is repeated over and over. It is the solution to the all the problems he proposes. It is his ultimate goal. He wishes it for every one on earth. He begins his speech with it and ends his speech with it as well.

He uses listing many times:

*A peace agreement based on the following:*

*First: Termination of the Israeli occupation...*

*Second: Achievement of the basic rights of the Palestinian...*

*Third: The right of each state in the area...*

*Fourth: All the States of the area should be committed...*

*Fifth: Termination of the present state...*

He uses a self-engagement strategy of persuasion by offering and repeating many times peace invitations:

*Let us be frank with...*

*Let us be frank....*

*Let me now answer the big question...*

*Let me tell you...*

Again there are parallel structures and repetitions. Actually, President Al Sadat is persuasive and effective. His "logos" is revealed when he presents his ideas logically. His speech is based on clear ideas and argument which appeal all reasons. He prepares his audience to accept

his coming ideas and the solutions he offers or suggests to the problems he presents. He makes his best to make people ready to share responsibility in solving the problems and difficulties' that they both face Arab and Israeli peoples. His main appeal is that of reason when he presents the problems, the situations, the consequences of war and difficulties that all humans face. His 'ethos' is penetrated when he presents himself as the who cares for all peoples, the one who can solve the problems, who bear and shoulder the responsibilities , the one who can face the consequences of his decisions and actions. His ethos is to strengthen the relationship between him and the audience. His character is revealed clearly through his goodwill and credibility. Further, he appeals to their physical and psychological needs. He motivates the audience: by talking about security and safe life for every one whether children, women and men. Undoubtedly, he is a charismatic character. An influential person he is.

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