



The Speech of President Qais Sa'id in the Forum of Gas Exporting Countries: A Study Analysis from the Perspective of Aristotle's Persuasive Rhetoric

Studi Analisis terhadap Pidato Presiden Qais Sa'id dalam Forum Negara-negara Pengekspor Gas menurut Pandangan Retorika Persuasif Aristoteles

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Abstract: *The discourse in a speech by an important figure is critical to study because, in this discourse, there are several exciting elements to study in more depth. One interesting element that can be learned is Aristotle's persuasive rhetoric. This research aims to describe the elements of Aristotle's compelling rhetoric, including ethos, pathos and logos, in Qais Said's Arabic speech at the summit forum of gas exporting countries. This research method uses descriptive qualitative research and a content analysis research design. Data collection techniques include reading, note-taking, and translation. The data analysis technique uses steps, namely collecting, reducing, presenting, and drawing conclusions. The results of this research show that the content of President Qais Said's speech contains elements of Aristotle's persuasive rhetoric, namely: first, the element of ethos, there is an element of good competence totaling three statements, an element of good moral character totaling two statements, and an element of goodwill totaling two statements. Second, there are four elements of pathos. Third, the logos element consists of two statements. The research conclusions show that the discourse in President Qais Said's speech at the 7th Summit of Gas Exporting Countries in 2024 contains all the elements of Aristotle's persuasive rhetoric.*

Keywords: Aristotle; Persuasive Rhetoric; Arabic Speech.



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Abstrak: Wacana dalam pidato seorang tokoh penting menjadi sangat penting untuk dikaji, karena di dalam wacana tersebut terdapat beberapa unsur menarik untuk dikaji lebih dalam. Salah satu unsur menarik yang dapat dikaji adalah retorika persuasif Aristoteles. Penelitian ini memiliki tujuan untuk mendeskripsikan unsur-unsur retorika persuasif Aristoteles yang mencakup *ethos*, *pathos*, dan *logos* pada wacana pidato bahasa Arab Qais Said pada forum KTT negara-negara pengekspor gas. Metode penelitian ini menggunakan jenis penelitian kualitatif bersifat deskriptif dengan menggunakan desain penelitian analisis konten. Teknik pengumpulan data menggunakan teknik baca, catat, dan terjemah. Teknik analisis data menggunakan langkah-langkah, yaitu: mengumpulkan data, mereduksi data, menyajikan data, dan menarik kesimpulan. Hasil penelitian ini menunjukkan bahwa dalam isi pidato presiden Qais Said mengandung unsur retorika persuasif Aristoteles, yaitu: pertama, unsur *ethos*, terdapat unsur *good competence* berjumlah tiga pernyataan, unsur *good moral character* berjumlah dua pernyataan, dan unsur *good will* berjumlah dua pernyataan. Kedua, unsur *pathos* berjumlah empat pernyataan. Dan ketiga, unsur *logos* berjumlah dua pernyataan. Simpulan penelitian menunjukkan bahwa wacana dalam pidato presiden Qais Said dalam forum KTT negara-negara pengekspor gas ke-7 tahun 2024 mengandung semua unsur retorika persuasif Aristoteles.

Kata Kunci: Pidato Bahasa Arab; Retorika Persuasif; Aristoteles.

Introduction

Speaking is a means of communicating between humans. Through conversation, a person can express what he wants or what is in his mind in the form of thoughts or ideas he has. Therefore, a method or art of good speaking is needed to convey something that is on someone's mind through speaking well, which is usually called rhetoric. As Roberts states, rhetoric is a means or art of using effective language.¹

Speaking is an integral part of human daily life as a means of communication. Communicating or speaking will always be closely related to human life and can influence it. In reality, saying today is used to express one's thoughts or ideas and aims to provide information that comes from persuasion.²

There are several ways to express an idea or opinion, one of which is through speech. Speech is a way of communicating to convey someone's information or ideas that can influence the listener.³ The delivery of a speech has different styles and characteristics, which are influenced by the speaker's background, thoughts, and experience. This difference in delivery style can also have a distinct influence on listeners. Such delivery, delivered loudly or with explosive emotions, can influence the listener. However, this must be accompanied by the ability to choose and formulate appropriate language diction so that listeners can well receive it. When selecting words and mastering the stage, it is essential for a speaker to successfully convey the message and purpose of the speech he wants to communicate effectively. So, it can

be said that speech is not just the delivery of discourse orally but also the art of conveying ideas requiring extensive knowledge.⁴

Speeches are considered an essential part of political rhetoric. They are one of the means by which a state leader or president can build good personal relationships with his people or with leaders of other countries in an international forum. A good speech can positively impact the president's image and create reasonable public opinion.⁵

Rhetoric in English is a word taken from the Latin word "*rhetorica*" which means "the science of speaking".⁶ Studying rhetoric means studying the symbols used by humans. In the beginning, rhetoric was a scientific discipline that studied persuasion techniques, so rhetoric can be considered as the art of designing arguments and persuasive speech scripts.⁷ Rhetoric is the art of making arguments and speeches. The adjustment of ideas to people and people to ideas through diverse messages is part of the rhetorical development.⁸ Rhetoric focuses on accumulating theoretical knowledge about communication activities, especially the verbal communication of an orator to a group of listeners, as seen in speech delivery. Communication in this context is regarded as a skill that must be mastered in a practical way, communicating information with the aim of convincing or influencing other individuals. Central to the knowledge learned in rhetoric is how communicators develop specific strategies. When speaking to communicants (audience) in communicating messages.⁹

One of the famous schools of rhetoric is the work of Aristotle who explains that rhetoric is basically part of the techniques of persuasion. According to his view, there are three important things in implementing language style, namely: ethos, pathos, and logic. Ethos includes the character, intelligence, and goodwill seen from a speaker in his speech. Eugene Ryan (1984) stated that ethos is a broad term referring to the mutual influence between speakers and listeners. Logos is the logical support used by the speaker –in the form of argument, alignment, and conversation. According to Aristotle, logos involves the use of several techniques such as logical argumentation and the use of clear language. Using literary expressions results in vagueness and uncertainty. Whereas pathos is related to the feelings triggered by the individual audience. Aristotle states that listeners become instruments of proof when their emotions are activated; listeners make different judgments when affected by feelings of pleasure, pain, hate, or fear.¹⁰

Table 1. Concept of Aristotle's Persuasive Rhetoric Theory

Theory Concept	Purpose
Ethos	Source credibility of a statement
Good Competence	Good knowledge or insight that the speaker has

	Good Moral Character	A good character or attitude that the speaker practices in front of the audience
	Good Will	A statement of intentions that the speaker wants to realize to the audience
Pathos		delivery that is aimed at touching emotions. Speakers or speakers' express statements that touch the hearts of listeners through emotions, feelings, hatred, hope, and compassion. Moder rhetoricians call them emotional appeals. This appeal is shown by the speaker's style and language that arouses enthusiasm and enthusiasm.
Logos		logic and rational arguments used by the speaker. Logos is a statement that can make logic interested, so that the element of logos can have a persuasive impact on the listener because in the element of logos provides concrete evidence for a statement.

Speeches and rhetoric, two communication tools often used in politics, certainly have the same purpose and form: influencing listeners. Politics speakers also play a vital role, especially in conveying a country's policies or maintaining diplomatic relations with other countries. A good speech can undoubtedly influence the acceptance of specific policies or create good diplomatic relations.¹¹

One of the advantages of delivering speeches, which is also very much needed in international forums, is establishing good diplomatic relations between countries and collaborating in all fields. One is at the 7th Summit of Heads of State and Government of the Gas Exporting Countries Forum on March 2 2024, in Al-Jazair. The speech chosen by this research from the summit forum was delivered by Tunisian president Qais Said and uploaded by the Al-Jazair news media AL24 News on its YouTube channel.¹²

The speech delivered by Qais Said contained persuasive discourse to influence the audience. This research uses Aristotle's theory of compelling rhetoric to examine the discourse of giving this speech. Aristotle's theory of persuasive rhetoric is known as the rhetorical triangle, which includes ethos, pathos, and logos. Ethos (source credibility) is the belief a speaker has that can influence listeners. There are three main components in ethos; first, good competence includes breadth of knowledge, insight and experience. Second, good moral character is a good attitude or good character. It can also be interpreted as mentally strong, not fragile and hopeless. Third, goodwill or good intentions are good wishes or intentions in every word.

Pathos is a delivery technique with an emotional touch to arouse the listeners' emotions. Logos is persuasion using rational or logical reasoning, including critical cognition, analytical abilities, good memory, and purposeful behaviour. In other words, logos can be interpreted as rational, logical and argumentative discourse.¹³

In connection with research on Aristotle's rhetoric and speech analysis, there are various related previous studies, including research by Asmara and Kusumaningrum titled "The Conversation Implicature in President Joko Widodo's Rhetorical and Diplomatic Speech". This research explains that the discourse of the speech delivered by President Joko Widodo is dominated by several implications, namely influencing, insinuating, convincing, threatening, complaining, clarifying and regulating.¹⁴ Research by Isa titled "Analysis of Rhetorical Evidence of Nadiem Makarim's Speech on National Teachers' Day 2019". This research explains that Nadiem Makarim's speech contains three rhetorical evidences, namely ethos in the form of virtuous character and goodwill, pathos in the form of emotions (admiration, indignation, friendliness, confidence, and anger), and logos in the form of logic (enthymeme and example).¹⁵

Then, research by Ayunda, Meliasanti, and Setiawan titled "Rhetoric in President Jokowi's Speech 'Global Health Summit' and Recommendations in Teaching Materials for Speech Texts". This research explains that President Jokowi's speech contains quotations consisting of invention (discovery), *dispositio* (composition), *elocutio* (style), *memoria* (memory), and pronunciation (delivery).¹⁶ Research by Fikry titled "Representation of Aristotle's Persuasive Rhetoric Concept in Ismail Haniyeh's Speech to Indonesian Muslims". This research explains that there are 19 persuasive rhetoric data in Ismail Haniyeh's speech, including six related to persuasive rhetoric and 13 related to the concept of the five canons of rhetoric.¹⁷ Research by Afrianti, Wijayanto, and Naurhajati with the title "Rhetoric of Celebrity Maudy Ayunda's Speech as Spokesperson for the G20 Presidency". This research explains that Maudy's second and sixth speeches contain elements of Camper's six rhetoric's, while the others only contain a few elements. Maudy's speech also contains strength in the delivery style, both verbally and non-verbally.¹⁸

Then research by Dinniatiy, Ulandari, and El Islami with the title "Aristotle's Law of Rhetoric in Prabowo's Victory Speech in the 2024 Presidential Election on Youtube Kompas TV Dewata". This study explains that there are Aristotle's rhetorical laws used in Prabowo's victory speech, namely: *Inventio* (discovery) discusses the topic of prosperity and justice, *dispositio* (arrangement) is arranged briefly and neatly, *elocutio* (style) uses a style of speech that attracts the attention of listeners in the form of praise, *memoria* (remembering) using repetition techniques, and *pronuntiatio* (delivery) delivery of speeches that are carried out calmly.¹⁹ Research by Aisyah with the title "Ethos, Pathos, Logos, and Public Communication: A Systematic

Literature Review”. This study explains that Aristotle’s rhetorical theory is dominated by political communication. There is a decrease in the number of studies using Aristotle’s rhetorical theory. This is because the theory is relatively ancient and does not have clear guidelines and becomes an obstacle in the process of analyzing research with the theory. There are also misunderstandings and inaccuracies related to Aristotle’s rhetorical theory.²⁰

Then the research by Natanael and Gatot with the title “Construction of Fredrich Yunadi’s Rhetorical Style (Aristotle’s Rhetorical Analysis of the Television Program Catatan Najwa Edition ‘Setia Pengacara Setya)’”. This research explains that Fredrich Yunadi’s loyalty attitude in the Najwa note interview program is a construction of media reality, in addition, he uses his rhetoric to utilize the media as a tool to construct new realities in society.²¹ Research by Dhia, Pramesthi, and Irwansyah entitled “Analysis of Aristotle’s Rhetoric in Scientific Studies of Social Media in Persuading the Public”. This research explains that in the scientific study of social media there are two concepts of Aristotle’s rhetoric theory used and five rhetorical canons when speakers convey messages.²² Research by Muslim with the title “Ustadz Adi Hidayat’s Da’wah Rhetoric on the Adi Hidayat Official YouTube Channel”. This study explains that there is the concept of Aristotle’s rhetoric theory used in Ustadz Adi Hidayat’s preaching including elements of ethos, pathos, and logos.²³

From these studies, there are some similarities and differences. The similarity lies in the object of research in the form of speech discourse delivered by famous figures and the general rhetorical theory used. The differences lie in the objects in the form of speeches, interviews in television programs, and scientific studies in social media, as well as differences in the theoretical concepts used and the focus of research, which includes research that focuses on the theory of the meaning of implication in speech rhetoric, Aristotle’s persuasive rhetorical triangle (Ethos, Pathos, and Logos), the principles of rhetoric, Aristotle’s persuasive rhetoric (forensic, demonstrative, and deliberative rhetoric), Camper’s perspective rhetoric theory, Aristotle’s rhetorical law theory (Inventio (discovery), *dispositio* (arrangement), *elocutio* (style), *memoria* (remembering), and *pronuntiatio* (delivery)). As for this research, it focuses on analyzing the Arabic speech delivered by Tunisian president Qais Said in the 7th gas exporting countries summit forum in 2024 in Al-Jazair by using Aristotle’s persuasive rhetoric theory which includes ethos, pathos, and logos. Therefore, the purpose of this study is to describe the elements of Aristotle’s persuasive rhetoric which includes ethos, pathos, and logos in Qais Said’s Arabic speech discourse at the gas exporting countries summit forum.

Methodology

This research is a type of research with a descriptive qualitative approach using a content analysis research design of speech discourse. The primary data source for this research was obtained from a video of an Arabic speech delivered by Tunisian president Qais Said at the seventh summit forum of gas exporting countries in Al-Jazair in 2024, which was uploaded on the YouTube channel of the Al-Jazair news media called AL24News on March 2024. Secondary data sources were obtained from literature such as books and scientific articles related to linguistic theories and Aristotle's persuasive theory. This research instrument uses thematic codes where data is collected and classified based on Aristotle's theory of persuasive rhetoric. The data collection technique uses listening and transcription techniques where the researcher listens to video speeches from YouTube from beginning to end and notes everything conveyed in the video. The researcher processes the data by classifying it based on persuasive speech discourse by referring to Aristotle's theory of persuasive rhetoric. Data analysis for this research uses the Miles and Huberman model, where the researcher carries out four steps, namely (1) collecting data, where the researcher collects and combines the data that has been recorded. (2) Reducing data, where researchers sort data by the research focus on Aristotle's persuasive rhetoric and discard data unrelated to the research focus. (3) Presenting data, where the researcher presents and analyses the data obtained based on Aristotle's theory of persuasive rhetoric. (4) Drawing conclusions, where the researcher concludes the results of data analysis obtained from associating objects with Aristotle's theory of persuasive rhetoric.

Discussion and Result

This research will describe the elements of Aristotle's persuasive rhetoric, including ethos, pathos and logos, in the speech of Tunisian president Qais Said at the seventh summit forum of gas exporting countries in 2024 in Al-Jazair. The research data was obtained from videos uploaded on the YouTube channel of the AL24 News media. In order to understand these rhetorical elements, they will be explained through the following analysis:

Ethos

The first element in Aristotle's persuasive rhetoric is ethos. Ethos can be interpreted as a source of credibility. A source can be credible if elements of good competence, good morals and goodwill exist. A discourse can contain elements of persuasion if it fulfils these elements.²⁴ The elements of ethos contained in President Qais Said's speech contain several statements. The forms of these statements are as follows:

Table 2. Elements of ethos in President Qais Said’s speech

Theory Concept		Speech Content
Ethos	Good competence	<p>كان طوقا في مستوى الاستكشاف وطوقا في التنقيب فضلا عن الشتحات المدبرة والمجنونة للأسعار وكلما تدفق نفط من بئر أو أكتشف حقل للغاز</p> <p><i>This is a limitation in the level of exploration and prospecting, in addition to the planned and crazy price changes, every time oil flows from a well or a gas field is discovered.</i></p>
		<p>ونحن من المفيد التذكير بأن التركيز على الغاز كان أسبق في التاريخ من التركيز على البترول . حتى في تونس على سبيل المثال أنشأت مؤسسة للغاز منذ أواخر القرن التاسع عشر. وكانت هناك ترتيبات. بين المحتل . في تلك الفترة لربتي شبكة الغاز بالجزائر بين تونس والجزائر.</p> <p><i>It is important to remember that the focus on gas occurred earlier than the focus on oil. Even in Tunisia, for example, a gas company was founded at the end of the nineteenth century, and arrangements were already in place. Among the invaders, during that period, they installed a gas network between Tunisia and Algeria.</i></p>
		<p>ومنتمدى الدول المصدرة للغاز الذي تأسس سنة إحدى وألفين بطهران لا يخرج عن هذا السياق المتصل بالسيادة على إحدى أهم الموارد الطبيعية وهو الغاز</p> <p><i>The Gas Exporting Countries Forum, founded in 2000 in Tehran, does not depart from this context regarding sovereignty over one of the most important natural resources, namely gas.</i></p>
		<p>بأصدق آيات الشكر والامتنان على هذه الدعوة الكريمة التي واجه إلي لأكون بينكم اليوم في هذه القمة السابعة للبلدان المصدرة للغاز</p> <p><i>My sincere thanks and thanks for this kind invitation to be among you today at this seventh summit of gas-exporting countries.</i></p>
	Good moral character	

وأن أثنى عليها على الجهود التي تم بذلها حتى تتوج أعمالها إن شاء الله تعالى بالنجاح

I appreciate and praise him for his efforts so that, God willing, his work can be crowned with success.

Good Will

وما هذا الاجتماع أن دليل ومثال على هذه الإرادة. في السيطرة الكاملة، وسيادة الكاملة على مواردنا الطبيعية ومن بين القرارات هنا، التي لا يمكن أن نتغافل عنها

This meeting is proof and an example of this will. Full control and complete sovereignty over natural resources are some of the decisions that we cannot ignore.

ولم تشتت الطاقات مادامت هناك إرادة واحدة تجمعنا لوضع التوقيت والطوق للتحرر والنجاة

energy will not be scarce as long as there is a will that unites us to put time and effort into liberation and survival.

Source: AL24 News

Good Competence

Good competence can be interpreted as the quality of good knowledge or competence; it can also be interpreted as the intelligence or intelligence possessed by the speaker. Several statements fall into the category of good competence, including Qais Said's statement, which explains the limitations of countries in exploring gas sources. Gas, which is often used, sometimes undergoes large-scale and planned changes. Like oil, gas sources that are discovered are beneficial sources for human survival. Therefore, Qais Said emphasized that gas-exporting countries should be able to control better gas stability in terms of price and usefulness.

This statement is included in the ethos element of good competence because it expresses Qais Said's good and broad competence. This good competency is demonstrated by knowledge of the conditions in which countries that have gas resources regulate gas stability, both in terms of price and use. If a country can control its stability, it will impact human survival in the world. Therefore, the statement made by Qais Said falls into the category of good competence.

Second, Qais Said states that the focus on gas resources occurred earlier than oil. In Tunisia, many gas companies were founded at the end of the nineteenth century and already had clear regulations. Even though it was during the colonial era, regulations already existed, including placing a gas limit between Al-Jazair and Tunisia.

This statement is included in the ethos element of good competence because it contains Qais Said's excellent competence. This competence is demonstrated by his expressions, which discuss the history of the regulatory focus on gas, which emerged earlier than on oil. For example, gas companies founded in the nineteenth century already had regulations providing boundaries between Algeria and Tunisia. Thus, Qais Said's statement containing extensive knowledge falls into the category of good competence.

Third, Qais Said's statement states that a high-level conference forum between gas exporting countries established in 2000 in Tehran, Iran, aims for the common good, especially for countries that have gas and generally for survival. Humans, because gas is one of the most important natural resources in the world.

This statement is included in the ethos element of good competence because it contains the knowledge that Said Qais has. This knowledge is demonstrated by his statement discussing the history of establishing a high-level conference forum between gas-exporting countries in Tehran. The aim of establishing the forum was to continue using gas, considered one of the most important natural resources in the world. Therefore, the statement made by Qais Said falls into the category of good competence.

Good Moral Character

Good moral character can be interpreted as good morals or character or a good personality possessed by the speaker or speaker. Qais Said conveyed several statements that fall into this category in his speech. These statements include: first, President Qais Said's statement expressing his sincere thanks to Al-Jazair President Abdelmadjid Tebboune for the invitation he received to attend the summit forum of gas exporting countries.

This statement is included in the ethos element of good moral character because it shows Qais Said's good attitude, as shown through the sincere thanks he conveyed to Algerian president Abdul Majdid Tebboune for his invitation to attend the summit forum of gas exporting countries in Al Jazeera. Therefore, the statement expressed by Qais Said can be categorized into the ethos element of good moral character.

Second, a statement expressing Qais Said's praise or appreciation for Al-Jazair president Abdulmajdid for what he has done, in this case, holding the seventh gas exporting countries summit forum in Al-Jazair. He also prayed for Abdulmajdid for his work so that Allah SWT would always grant him success.

This statement can be categorized as an ethos element of good moral character because this statement contains Qais Said's good character, which is marked by his praise and appreciation for Abdulmajdid for what he has done in order to make the

seventh summit of gas exporting countries a success in Al- Jazeera. Good character was also shown through the prayers expressed by Qais Said towards Abdulmajdid so that his work as president of Al-Jazair would always be successful by Allah SWT. Thus, Qais Said's statement can be categorized into the ethos element of good moral character.

Good Will

Goodwill can be interpreted as a good intention or intention from the speaker so that it can give rise to a positive assessment from the listener regarding the aims and objectives expressed by the speaker to the listener.²⁵ Several statements fall into the excellent will ethos category conveyed by Qais Said in his speech. These statements include: first, the affirmation that every country has full sovereignty over its natural resources, including gas. He also emphasized that the Summit Forum is proof and an example of the full sovereignty of each country in regulating and controlling how each country that has a gas can maintain and make good use of that gas.

The statement above is included in the ethos element of goodwill because it contains statements that convey the good intentions and objectives of Qais Said. This good intention is demonstrated by the statement that the existence of a summit forum for gas exporting countries is to regulate according to the state's wishes regarding full sovereignty over natural gas resources so that they can be utilized as best as possible for human survival. Therefore, this statement can be categorized into ethos and moral character elements.

Second, a statement reveals that energy, in this case, the natural gas resource, will not become scarce if every country has a goodwill or goal in maintaining and managing gas wells to maintain human survival. Qais Said's statement is included in the ethos element of goodwill because this statement has good intentions and goals. These good aims and objectives are shown in the statement that if every country with a gas can maintain and manage it well, it will have a good impact on human survival. Thus, judging from the meaning, this statement can be categorized into the ethos element of goodwill.

Pathos

Pathos can be interpreted as a delivery aimed at touching emotions. In this case, the speaker or speaker expresses a statement that touches the listener's heart through emotions, feelings, hatred, hope and affection. Modern rhetoricians call it emotional appeals. This appeal is demonstrated by the speaker's style and language, which arouses passion and enthusiasm.²⁶ Several statements in Qais Said's speech fall within the element of pathos. Among the forms of these statements are as follows:

Table 3. Elements of pathos in President Qais Said’s speech

Theory Concept	Speech Content
Pathos	<p>كما يقتضي مني الواجب كذلك أن أؤكد على العزم الثابت الذين اشتركوا فيه لمزيد تطوير العلاقات بين شعبنا الواحد في تونس والجزائر إلى أسمى وأعلى المراتب إنطلاقا من إيماننا بأنه لا يمكن أن نرفع شتى أنواع التحديات إلا مجتمعين، متشوفين، متطلعين إلى مستقبل أفضل.</p> <p><i>My duties also require me to affirm the firm determination of those participating to further develop relations between our people in Tunisia and Algeria to the highest level based on our beliefs. We can only overcome all kinds of challenges together, with hope, and look forward to a better future.</i></p> <p>وهذا الأمر لا يتعلق بتونس وحدها، ولكن يتعلق أيضا بكثير الدول. وكانت إرادة الشعوب التي تحررت من الاستعمار.</p> <p><i>This is a concern not only for Tunisia but also for many countries. The people desire to be free from colonialism. This country is still trying to implement full sovereignty over its natural resources.</i></p> <p>ولا يمكن في هذا الاجتماع وفي كل محفل وفي كل لقاء أن لا أؤكد مجددا وقوفنا الكامل مع شعبنا في فلسطين في مواجهة الكيان الصهيوني الغازي المحتل الذي يرتكب أبجع أنواع الجرائم وقوفنا بكل مؤتيحة لدينا من إمكانيات حتى يسترد شعبنا الفلسطيني حقه كاملا غير منقوص في إقامة دولته المستقلة على كل أرض فلسطين وعاصمتها القدس الشريف أولى الكبلتين وثالث الحرمين الشريفين وفلسطين السليبية مسلوب شعبها من أرضه</p> <p><i>It is impossible in this meeting, in every forum, and every meeting, for me not to reaffirm our stand with the Palestinian people in the face of the Zionist occupying entity, which is committing the most terrible kinds of crimes, and our position with all the means at our disposal until our Palestinian people regain their entire and undiminished right to establish their independent state over the entire land of Palestine, with its capital, Al-Quds Al-Sharif, the first of the two holy cities and, the third of the two holy mosques, and captured Palestine, whose land its inhabitants had robbed.</i></p>

ومسلوب أيضا من خيرات بحره فالغاز في بحر غزة وليس في كل فلسطين يقدر
بحوالي. تريليون قدم مكعب سيشتع بالتأكيد نور بعد هذا الظلم وبعد هذا
الظلام

Marine resources were also confiscated. Gas in the Gaza Sea and throughout Palestine is estimated to amount to around 1.4 trillion cubic feet. There will be light after this injustice and after this darkness.

Source: AL24 News

First, a statement expressing Qais Said's affirmation of his strong determination to maintain and develop diplomatic relations between the people of Tunisia and Algeria at a higher level based on their faith. He also emphasized that revival can be achieved if they unite and face all kinds of challenges in order to achieve a better future. This statement is included in the element of pathos because it contains expressions that touch the listener's emotions. This emotional touch was demonstrated by Qais Said's statement stating that he would maintain good relations between Tunisia and Algeria, which are united based on the same faith. It is also shown in the statement that revival can be achieved if they can unite to face all kinds of challenges in order to achieve a better future. Therefore, judging from the emotional purpose contained in the statement, the statement can be categorized as an element of pathos.

Second, the statement stating that the state has full sovereign rights over the natural resources it owns is not only a concern for Tunis but is a concern for all countries that have them. He also emphasized that full sovereignty frees the people from colonialism over natural resources in a country. This statement falls into the pathos category because it contains an emotional touch of hope that Qais Said conveyed to the listeners. This emotional statement was demonstrated by a statement which revealed that a country's full sovereignty over its natural resources is something that all countries need to pay attention to and is very important to free the people from colonialism over natural resources. Therefore, judging from the statement's content, it can be categorized that the statement above falls into the category of pathos.

Third, a statement expressing Qais Said's affirmation of his stance in supporting the Palestinian people in facing the Israeli Zionists who committed the worst crimes against them. He also emphasized that he would continue to support Palestine until they obtain their rights to live and be independent in Palestinian land. This expression falls into the pathos category because it contains a statement that touches the listener's feelings. This is demonstrated by his statement, which emphasized that he would continue to support the Palestinian people until they obtain the right to live and be independent in their land, which is now controlled by Israeli-Zionist crimes.

Thus, judging from the statement’s content, which touches the listener’s emotional feelings, it can be categorized as an element of pathos.

Fourth, Qais Said’s statement revealed that Israeli Zionists had robbed Palestinian land and its natural resources in the form of gas; one day, this will become a light of light after the Palestinian people have experienced acts of injustice in the dark age they experienced now. This statement is included in the element of pathos because it contains a statement that touches the speaker’s feelings of affection for the listeners. The speaker’s hope regarding justice shows this statement that the Palestinian people will feel one day after they experience acts of justice from the Israeli Zionists. Therefore, judging from the emotional content of the speaker, the statement can be categorized as an element of pathos.

Logos

Logos can be interpreted as logic and rational arguments used by the speaker. Logos is a statement that can make logic enjoyable, so the presence of the logos element can have a persuasive impact on the listener because the logos element provides concrete evidence for a statement.²⁷ Several statements in President Qais Said’s speech fall into the element of logos. Among these statements, namely:

Table 4. The logos element in President Qais Said’s speech

Theory Concept	Speech Content
Logos	<p>قرار الجمعية العامة للمنظمة الأمم المتحدة. عدد ثلاث و٨٠٠، وألف المؤرخ في ١٤ من ديسمبر من سنة ١١٢٠، وألف المتعلق بالسيادة الدائمة على الموارد الطبيعية التي ورد في الفقرة الأولى منه أنه يتوجب أن تتم ممارسة حق الشعوب والأمم في السيادة الدائمة على ثرواتها الطبيعية. وفقا لمصلحة تنميتها القومية ورثاه شعب الدولة المعنية</p> <p><i>United Nations General Assembly Resolution. Number 1803, dated 14 December 1962, concerning permanent sovereignty over natural resources. The first paragraph states that the right of a nation and state to permanent sovereignty over its natural resources must be implemented. By national development interests and inherited by the people of the country concerned</i></p>

يهدف كما ورد ذلك في وثيقة تأسيسه على مساندة حقوق السيادة للدول الأعضاء على مواردها منها هذا الصنف من الطاقة وعلى قدرتها على أن تخطط وتدير باستقلالية حقوق التنمية المستدامة والفعالة والمراعية للمقتضيات البيئية وعلى استخدام الغاز البيئي لمصلحة شعوبها. فمن كشف طوق الحصار إلى وضع طوق النجاة طوق السيادة الكاملة فكلما كنا حارارا في أراضينا واسعة في بلداننا كلما زادت طاقاتنا في تدفق كل أنواع الطاقة

It aims, as stated in its founding documents, to support the sovereign rights of member states over their resources, including this type of energy, and their ability to independently plan and manage sustainable and effective development rights that take into account environmental requirements and to use environmental gas for the benefit of its people. From opening siege boundaries to installing survival ropes and full sovereignty ropes, the warmer the temperature of the vast areas of our country, the greater our capacity to channel all types of energy.

Source: AL24 News

First, Qais Said's statement expressing the order to implement United Nations (UN) General Assembly resolution number 1803, which was adopted on December 14 1962, concerning the full sovereign rights of a nation and state over the natural resources they own. This is to fulfil a country's national development, passed down to its people. This statement is classified as a logos element because it contains a logical argument statement. This is demonstrated by the content of the statement stating the UN general resolution, which is the basis for a country having full rights to the sovereignty of its natural resources in order to achieve the national interests inherited from its people. Thus, judging from this statement's logical and argumentative nature, it can be said that it is part of the logos element.

Second, the statement stating the existence of the summit forum has several objectives: to support the sovereign rights of countries over the natural resources they own and to support the country's ability to plan and manage natural resources for sustainable development effectively by considering the environment, and to regulate gas use, considering the environment and the interests of a country's people. This statement is included in the logos element because it contains an argumentative and logical statement. This statement is demonstrated by the expression regarding the formation of a summit forum for gas-exporting countries because it has objectives in the interests of the people and the state. Therefore, judging from the content of

the argumentative and logical statement, the statement can be categorized into the logos element.

Conclusion

After analyzing the contents of Tunisian president Qais Said's speech at the seventh gas exporting countries forum in Al-Jazair in 2024, which was uploaded on the YouTube channel of Al24News media, it was found that several of his statements contained elements of Aristotle's persuasive rhetoric. The rhetorical elements are: first, the element of ethos, there is an element of good competence totaling three statements, an element of good moral character totaling two statements, and an element of goodwill totaling two statements. Second, there are four elements of pathos. Third, the logos element consists of two statements. What is new in this research is the knowledge regarding the various statements made by the Tunisian president, which have special characteristics that attract the persuasion of listeners. By knowing this, we can apply the speech strategies and techniques or statements expressed by Qais Said to our speech to attract a persuasive audience.

This research has limitations, namely limitations in involving other elements in Aristotle's theory of persuasive rhetoric. Therefore, the researcher was only able to present three main concepts. Therefore, the researcher recommends that further research reveal other elements in Aristotle's theory of persuasive rhetoric. The discourse of this speech is interesting to study in more depth from various research aspects.

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