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ТЕХНОЛОГИИ ПЕРСУАЗИВНОСТИ В ВЫСТУПЛЕНИЯХ ПРЕДСТАВИТЕЛЕЙ БРИТАНСКИХ И АМЕРИКАНСКИХ КОМПАНИЙ

В настоящем исследовании изучаются технологии персуазивности, используемые представителями британских и американских компаний. Убеждение рассматривается как социальное взаимодействие, которое включает в себя попытки адресанта повлиять на адресата и изменить отношение к предмету коммуникации, не ограничивая его свободу выбора. Убедительная аргументация основана на трех основных риторических принципах: логосе, этосе и пафосе. Рациональная аргументация может происходить только в атмосфере эмоциональной вовлеченности. Технология персуазивности – это сложный набор лингвистических инструментов, используемых для убеждения.

Цель статьи – описать технологии персуазивности, используемые в успешных презентациях, классифицировать их в соответствии с основными принципами аргументации и описать языковые средства, используемые для их реализации. Базовые технологии персуазивности ориентированы на логос и представляют собой особый алгоритм текстовой организации, в то время как периферийные технологии нацелены на эмоциональное вовлечение аудитории и встраиваются в базовые на каждом из этапов развития макроструктуры текста.

Исследование проведено в рамках лингвопрагматического подхода. Корпус для анализа включает в себя коллекцию презентаций представителей Британских и Американских

компаний. Авторы приводят множество примеров и представляют подробный анализ технологий персуазивности, используемых в презентациях. Проведенный анализ позволяет описать механизм убеждения.

Статистический анализ позволяет заключить, что в презентациях представителей компаний широко распространены периферийные технологии, при этом "позиционирование предмета коммуникации" является наиболее распространенной пафосной технологией, а "позиционирование собственного Я" – наиболее распространенной этосной технологией.

Ключевые слова: выступление, персуазивность, логос, этос, пафос, базовые технологии персуазивности, частные технологии персуазивности

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PERSUASION TECHNIQUES IN BRITISH AND AMERICAN BUSINESS PRESENTATIONS

The present research conducted within the framework of the lingua-pragmatic approach looks into persuasion techniques used in British and American business presentations. The corpus for the analysis comprises a collection of presentations of company representatives.

Persuasion is viewed as a type of social interaction which includes attempts to influence the recipient and change their attitudes in an atmosphere of free choice. Persuasive argumentation is based on three major principles: logos, ethos and pathos. Rational argumentation can occur only in an atmosphere of emotional engagement. A persuasion technique is a complex set of linguistic tools used to convince someone of something, change their attitudes and receive response without impinging on them.

The aim of the paper is to identify core and peripheral persuasive techniques used in successful presentations, classify them in accordance

with basic principles of argumentation and describe linguistic means used to realize them. Core persuasion techniques are logos-oriented, whereas peripheral techniques aim to appeal to the audience's emotions. The authors give ample examples and present a thorough analysis of the persuasion techniques used in the analyzed corpus. The analysis allows to describe the mechanism of persuasion. The study reports findings that in presentations peripheral techniques are wide-spread with "subject-representation" being the most common pathos technique, and "self-representation" – the most common ethos one.

Keywords: presentation, persuasion, logos, ethos, pathos, core persuasive techniques, peripheral persuasive techniques

Introduction

In societies which make consumerism the cornerstone of economic growth the role of successful product and service presentation cannot be underestimated. Governments find it equally important to raise awareness of environmental issues to divert public attention from major social concerns concussing the modern world.

Persuasiveness is a crucial component of a successful presentation. Being able to persuade the audience contributes to doing profitable business, fosters product promotion, felicitous communication and achieving success. Speakers need to get people to see things their way, accept a different point of view and take a different stance.

The present paper views the notion of persuasion technique as a complex set of linguistic tools used to convince someone of something, change their attitudes and receive response without impinging on them. The aim of the paper is to identify persuasion techniques used in successful presentations, classify them in accordance with basic principles of argumentation and describe linguistic means used to realize them.

Materials and methods

The present research is conducted within the framework of the lingua-pragmatic approach. The corpus for the analysis comprises a collection of presentations of company representatives (the total amount is 10701 words).

The methods used by the authors to attain the tasks set for the present research include linguistic observation and description (used in the analysis of linguistic items and their persuasive potential), contextual

(used in the study of persuasive techniques and their dependence on the context), lingua-pragmatic analysis (used to study how the setting affects the persuasive potential of linguistic items, discourse analysis (used to look into how persuasiveness is build up in presentations), macroanalysis (used to analyze the structure of persuasive presentations), selection and sampling (to create a corpus of linguistic items for the analysis), cognitive analysis (used to establish a link between cognition and persuasiveness), statistical analysis.

Theoretical background: The notion of persuasion

First mention of persuasion dates back to the times of the Old Testament's description of Jeremiah attempting to convince his people to repent and establish a relationship with God (Whalen, 1996). Academic study of the concept of persuasion started as long back as the times of ancient Greeks when Aristotle (Gr. *peitho* – persuasion), who viewed persuasion as an integral part of the art of persuasive speaking first mentioned logos, ethos and pathos (Dzyaloshinskij, 2012; Darics & Koller, 2018) as crucial components of persuasion. Foreign linguists introduced the term *persuasion/persuasiveness* and made persuasion the focus of attention as long back as the 1980s, whereas the term is still used with caution by Russian scholars (Chernyavskaya & Molodychenko, 2017). Nowadays the amount of research into persuasion and persuasion techniques has grown exponentially, they are being investigated abroad (H. Böttger, D. Költzsch, R. Lakoff, J. Mulholland, D.J. O'Keefe, R.M. Perloff, D.J. Whalen) and in Russia (A. V. Golodnov, I. M. Dzyaloshinskij, I. S. Lebedeva, E. N. Malyuga, I. D. Romanova, etc.). Some Russian scholars associate the term "*persuasion*" with the Russian notion of "*убеждение*" which points to the act of convincing someone (Ozhegov, Shvedova, 1992), although this understanding of persuasion seems too general. The use of the term "*аргументация*" (argumentation) does not embrace crucial components of persuasion, primarily emotional engagement (Romanova, 2021), as the term itself pertains only to logos (Ivanova, 2015).

To understand persuasion, it is equally important to distinguish between the concepts of persuasion, manipulation, linguistic coercion, and propaganda. In linguistic literature *persuasion* is viewed as an essentially positive process during which the speaker provides input that is expected to influence and alter the listener's views. *Manipulation* is, as a rule, covert, input may contain subliminal messages which do not

necessarily (Docenko, 2000; Krapivkina, 2018) serve the interests of the recipient (Chernyavskaya, 2006). *Linguistic coercion* could be both overt and covert, it is, in essence, negative, puts much pressure on the recipient and destroys mutual understanding (Feinberg, 1998). The purpose of linguistic coercion is to achieve the necessary goals through aggressive verbal behavior (Malyuga & Petrosyan, 2022). According to Sean linguistic coercion occurs only in situations where the participants are endowed with different social roles (Sean, 2010), although, in our opinion, this is the least significant factor among factors that might get the speaker to resort to linguistic coercion. According to Perloff (2017), *propaganda* overlaps with persuasion, as both describe instances of social influence. However, there are differences between the terms. First, propaganda is typically invoked to describe mass influence through mass media. Persuasion, by contrast, occurs in mediated settings, as well as in interpersonal communication and institutional discourse. Secondly, propaganda refers to instances in which a group has total control over transmission of information. Persuasion can be one-sided, but it generally allows for a free flow of information; in situations of persuasion, people can question the persuader's viewpoint or offer contrasting opinions. Third, the term propaganda has a negative connotation. Propaganda either succeeds or fails, whereas persuasion can be partially successful (Mulholland, 2005).

Persuasion is a type of social interaction which includes attempts to influence the recipient and change their attitudes in an atmosphere of free choice (Perloff, 2017). Persuasion "certainly seeks to achieve the goals of a person using it" (Mulholland, 2005, p. 14) but unlike manipulation or propaganda which are viewed negatively it is ethically neutral and overt.

Research into the notion of persuasion goes back to ancient times when the art of speaking called rhetoric gained popularity. According to Aristotle (1978), persuasive argumentation is based on three major principles: 1) *logos* which is pertains to the rational appeal; 2) *pathos* or appeal to emotions used to involve the audience, and 3) *ethos* or moral argumentation which presents the speaker as a trustworthy person (Darics, 2018). Although at first glance the division between logos, ethos and pathos seems clear, it is not always easy to draw a clear-cut demarcation line between them as, for instance, in the case of persuasive interaction they overlap and co-exist. This means that rational

argumentation can occur in an atmosphere of emotional engagement (Cockcroft, 2014).

Presentations are effective means of transmitting information and influencing the audience (Arredondo, 1998; Asmolova, 2010; Atkinson, 2010; Gordina, 2005, Romanova & Smirnova, 2019). They are widely used for product and service advertising, at meetings and press-conferences, during negotiations; their goal is not only to inform the audience, successful presentations also aim at involving the audience, raising interest, creating the intended perceptions of the object of the presentation and eventually changing the recipient's post-communicative behavior.

Business presentations have a salient rhetorical organization which is predicated on two major components: well-organized rational reasoning (logos) and appeal the recipient's emotions (pathos) (Nguen, 2012). The persuasive effect of this genre increases if the audience's interests are presented as prime "The best presentations put the audience first. The fastest way to put your audience to sleep is to begin with an "About Us" slide and to spend the first five minutes talking about yourself, your company or your product. Your audience members don't care about you – they care about themselves» (Gallo, 2015).

Discussion

The success of a presentation is built up by a complex interplay of the following: linguistic representation, contents, materials presentation and organization. 1.1. is an example of a fallacious presentation. The fallacy of this presentation lies in the incorrect rhetorical organization of materials. The grammatical and lexical means chosen by the author make perception even more complex because they are typical of written discourse, for example, overuse of non-finite forms, rather than oral business communication:

Example 1.1.

We are here today to introduce Ting-a-tang and ask for an investment of a 100,000 pounds for a 20 per cent share in our business (wrong rhetorical organization). *Looking for love* (the use of the gerund as Subject) *is a big business in the UK* (irrelevant information). *By the year 2010 it is estimated* (unnecessary hedging) *that 45 per cent of the UK's adult population will be single. Today 75 per cent of singletons are actively dating, spending a whopping* (unnecessary exaggeration) *8 billion pounds per year in their search for someone special. And so*

(wrong signposting) *Ting-a-tang was born, to provide a unique and distinctive symbol for single people. Just as wearing a wedding ring can show that you are in a partnership, now you can wear a Ting-a-tang to reveal your single status (The Dragon's Den stupid women)* (Darics 2018, p. 314).

Presentations belong to the oral genres of communication, so colloquial syntax and vocabulary, the use of repetition and other features of colloquial language add to their success.

The linguistic component of the persuasive effect of business presentations may be presented as a complex set of linguistic tools used to deliver rational argumentation (logos) and emotional engagement (ethos and pathos). Persuasiveness in presentations may be viewed as an interplay of logos, ethos and pathos techniques resulting from the speaker's strategic planning (Malyuga & Tomalin, 2017).

Research into this interplay in British and American presentations allowed the authors to conclude that the techniques belong to different levels of language and fall into two classes: *core* and *peripheral*. Core persuasive techniques are logos-oriented (based on rational argument) and include providing theories and scientific facts; indicating meanings; giving factual data, statistics, real-life examples, citations, definitions and reasons; creating literal and historical analogies; quotations. They aim to evoke a cognitive rational response from the audience.

Core techniques form the basis of the mechanism of persuasion and are responsible for the arrangement of text macrostructure. In presentations they represent a well-elaborated/structurally developed algorithm which generally corresponds to the Monroe Sequence (German, Gronbeck, Ehninger, Monroe, 2010; Monroe, 1951):

Grabbing attention – Establishing need – Solution – Call for action

The first move, "Grabbing attention", is responsible for getting the audience's attention by pointing to the significance/relevance of the topic. Another way of grabbing attention is telling a story before proceeding with the subject of the presentation. Below is an excerpt of the presentation by M. Fields, Ford's Chief Executive Officer, at the International Electronics Exhibition in Las Vegas. Speaking for the first time as the company's CEO in front of a big audience he managed to make everyone remember what he said.

Example 1.2.

Ford is passionate about designing products to address very serious problems in major cities around the world such as *(5) population density* and *congestion… (1) Who finds it easy to (4) get around Las Vegas during the show?* It *(6) really* is a *(6) challenge* to *(4) get around Vegas* during the show. But *(8) think about this*. The Las Vegas metro area has just *(6) more than one million people.* And with a population density of *(6) roughly (2) 1,750 people per square kilometer,* it puts Las Vegas at *(2) number 120* on the list of the largest cities in the world by population density. During CES, there's an influx of another *(2) 150,000 people,* most of them are concentrated right here on the strip. *(7) We* put up with this for *(3) a few days*. *(8) Imagine* what people in Mumbai, India, face *(3) every day*. *(6) More than* 18 million people live in Mumbai and its population density is *(2) 17 times (6) greater than here in Las Vegas* (Forbes).

The "Grab attention" move opens with *(1)* the interrogative utterance *Who finds it easy to get around Las Vegas during the show?*, which comes as a surprise to everyone, as it is not so much about the company's performance but rather the speaker's personal experience and his perceptions of Las Vegas. The unexpected question allowed M. Fields to establish contact with the audience. The presenter goes on to speak about population density and congestion in Las Vegas, a topic the audience are well familiar with. However, the population density and congestion of Mumbai (India) is something, most of those, present at the Conference, have never heard of, a piece of new information, that makes most listeners pay attention to what the CEO is talking about.

In the "Grab attention" move we observe the use of a big amount of factual data *(more than one million people, a population density of 1,750 people per square kilometer, number 120 on the list of the largest cities in the world by population density, an influx of another 150,000 people, more than 18 million people live in Mumbai, 17 times (6) greater than here in Las Vegas)*, which allows the speaker to contrast the two cities. The following peripheral techniques are used by the speaker at this stage: *(5)* self-representation, which is invoked to create a positive image of the Ford company; *(6)* subject-representation (the use of intensification and contrasting), which aims to enhance perceptions of the problem existing in overpopulated areas; *(7)* seek common ground and *(8)* appeal to wish.

The second move, "Establishing need" aims to evoke psychological response from the audience, to prepare them for accepting the future solution presented by the speaker. At this stage presenters generally inform the audience of the existing problem and point to the necessity of some urgent solution.

At this stage we observe 1) repetition, invoked to enhance perception of the items which lie within the sphere of the speaker's interests: (a) ***The folks** in sales are wondering **what's going on**, **the folks** in marketing are wondering **what's going on**, **the folks** in head office are wondering **what's going on**...* (Business English Pod); (b) *I don't **like it**, you don't **like it**, nobody **likes it**...* (Business English Pod); (c) *It doesn't matter whether you're behind **schedule**, ahead of **schedule**, or on **schedule**, you need to update the client* (Business English Pod); (d) *I don't **want to hear** "maybe," "might," or "may." I **want to hear** "must"* (Business English Pod) and 2) interrogative structures, which aim to put through to the listener that the persisting problem needs resolving: (a) *Is this really the way we want our company to run?* (Business English Pod); (b) *With margins so low, why aren't we aggressively cutting costs?* (Business English Pod); (c) *Is taking on a bit of debt in order to expand such a bad idea?* (Business English Pod)

The third move, "Solution," is a crucial step responsible for successful persuasion. The speaker presents their proposal as a beneficial way to resolve the existing problem and satisfy the audience's needs. The persuasive effect of this move is maximized through creating a clear-cut direct link between the speaker's proposal and the audience's needs. Indication of the beneficial character of the positive outcome in case the proposal is accepted is essential to make this move successful. In this move we observe the use of 1) tripling: (a) *(1) We need to **cut costs**, **work harder**, and **increase sales*** (Business English Pod); (b) *I'm talking about figuring out **what the problem is**, **how to solve it**, and **what it will cost*** (Business English Pod) (c) *Earnings are down. **(1) Our competition knows it**. **(1) Our creditors know it**. And **(1) our shareholders know it*** (Business English Pod); (d) *With **a bit of luck**, **a lot of money**, and **a year of hard work**, (1) we can make this happen* (Business English Pod); 2) strings of homogeneous sentence members: (a) *(1) Our new website is better in terms of **speed, design, navigation, reliability, SEO** <...>* (Business English Pod); (b) *A lot of managers have already signed on: **Dave, Jen, Wendy, Nick, Ian, Pam** <...>* (Business English Pod); and 3)

contrast: (a) *In Chicago, (1) we did okay, **but** in New York City (1) we're doing great* (Business English Pod); (b) *Bennett Brothers competes on cost and speed. That's **not (1)** us. (1) We're about quality and customer service* (Business English Pod); (c) *You can continue paying several different telephone bills. **Or** you could bundle your services into one convenient package* (Business English Pod); (d) ***The manager of yesterday** gave orders. **The manager of today**, on the other hand, asks for input* (Business English Pod)

The last move "Call for action" describes possible ways of implementing the speaker's proposal and calls for action. In this move we observe the use of 1) modal verbs *(1) You have no time to lose (1) You **need** to join the rush to social media (3) before it's (4) too late* (Business English Pod); 2) causal structures: *Do (1) you (2) like what (1) you hear? Well, **if (1) you sign up (3) now**, **I'll throw in a (3) free month of service*** (Business English Pod); 3) call for action *let's*: *Okay, **let's** get back to (5) our desks, pull up that list of leads, and demolish that sales record (4)!* (Business English Pod)

Ethos and pathos persuasive techniques are peripheral, they aim to appeal to the audience's emotions in building rapport and in essence correspond to P. Brown and S. Levinson's (2014) understanding of positive and negative politeness. Ethos persuasive techniques aim to meet the speaker's "positive face" needs, whereas pathos persuasive techniques are intended to satisfy the audience's "negative face" wants.
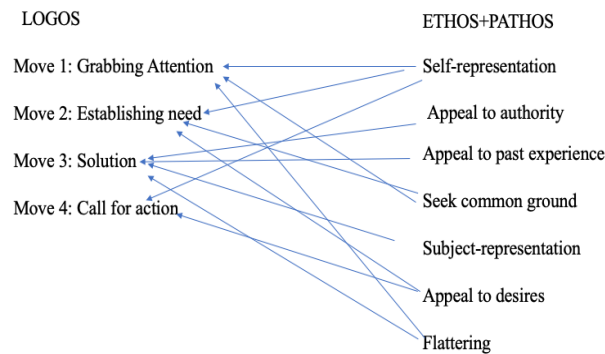
Classification of persuasive techniques based on rhetorical principles

ETHOS	PATHOS
Self-representation	Seek common ground
Appeal to authority	Subject-representation
Appeal to past experience	Appeal to desires
	Flattering

Ways to develop ethos are appearing sincere, fair minded and knowledgeable, morally, and ethically likeable; using language appropriate for the audience and subject, appropriate vocabulary, correct grammar, giving reference to the author's professional background, publications, experience; complying with the professional format of communication. This helps the audience to see the speaker as a reliable, trustworthy, and competent person and feel respect for their views.

Appeal to pathos is built through the use emotionally loaded and figurative language, vivid descriptions, emotional examples; through mention of emotional experiences and events of the past; through emotional tone. These all evoke such emotions as fear, anger, sympathy, empathy from the audience, thus contributing to persuasion.

In the case of presentations core techniques are essentially conventional and contribute to the structural organization of the presentation to make it successful, peripheral ethos and pathos techniques are built in the core mechanism to contribute to persuasion by enhancing the audience's emotional response.

The mechanism of persuasion can be described as:

Persuasion= {T = f [Logos (1-n) + Ethos (1) + Pathos (1)]}

where *Persuasion* is the weightiness or degree of the persuasive impact produced in communication, T – the persuasive techniques employed by the speaker to attain the intended result as the result of their analysis of the setting (represents a function *f* that includes ethos and pathos persuasive techniques integrated into particular moves of the logos technique [Logos (1-n)], where *n* is the number of moves.

In example 1.2 the speaker points to some serious flaws in the company's data storage system and persuades their colleagues to overthrow the tables.

Example 1.3.

"Grab attention" **(4)** It's *Monday morning.* I *arrive* at the office *at 7:30,* just like *every day.* I **(1)** *fire up my computer*, *open my email*, and *find* **(2)** *200 messages.* **(2)** *200 messages* **(5)**! Great. That's part of my job. But sometimes I get this **(2)** *crazy idea* on my way to work that I might spend some time solving problems... helping clients... you know, the things that I get paid to do, and that I like doing. **(2)** *Crazy idea*, I know. **(3)** *Does this sound familiar? Of course, it does* **(5)**!

"Need" Okay, so a bunch of these emails are asking me for different documents, which means **(6)** *now I've got another issue to deal with. Because* **(2)** *some of my stuff is stored* on my desktop, **(2)** *some of my stuff is stored* on three different flash drives, **(2)** *some of my stuff* is stored on my laptop, and **(2)** *some of my stuff* is stored as email attachments. That's **(2)** *a whole lot of* stuff stored in **(2)** *a whole lot of* different places. And everyone else I talk to is **(5)** *in the same boat. It's like every computer in our company is a small piece of a jigsaw. And nobody actually knows what the finished puzzle looks like, because we each hold only a few of the pieces...* So **(2)** *my question* to you... **(2)** *my question* for this company... is **(3)** what are **(7)** *we* going to do about this? Are **(7)** *we* going to continue simply to cope, or are **(7)** *we* going to find a solution? Isn't that (exactly) what **(7)** *we'*re constantly telling **(7)** *our* clients to do?

"Solution" Let's consider a different way of doing things. **(10)** *Imagine* one giant **(2)** *desk,* with all the employees of **(8)** *our* company sitting around this **(2)** *desk.* In the center of that **(2)** *desk* are all the **(1)** *folders, documents, spreadsheets, images,* that **(8)** *we* need to do **(8)** *our* work. **(9)** When **(8)** *we* need one of those*,* **(8)** *we* just reach over and get it. If **(8)** *we* want to **(2)** *talk* to someone about something*,* **(8)** *we* just look across the table and **(2)** *talk.* If **(8)** *we* want to discuss something on the QT, **(8)** *we* pass the person a note. **(9)** *This is* how **(8)** *we* should be working. *This is* cloud computing, and it's **(5)** *the wave of the future.* What I'm suggesting is a system that will allow **(8)** *us* to **(1)** *work* **(5)** *more efficiently, communicate* **(5)** *more effectively,* and *store information* **(5)** *more sensibly...* **(3)** *And what could be* **(5)** *better than that? <…>* all right, now cloud computing is **(5)** *pretty new*, **(11)** *but* the benefits are clear: it's **(12)** *fast, cheap, reliable, easy, efficient*, and **secure**. I'm not alone here. **(8)** *We'd be joining* a growing number of companies that work in the cloud. I'm talking about **(12)_(13)** *IBM, Dell, Hewlett-*

Packard, T Mobile, Saatchi and Saatchi, ESPN, Panasonic, Columbia University, Nokia Siemens, Microsoft... **(3)** *should I go on?*

"Call for action" **(8)** *We*'ve got to make a **(2)** *choice* here, the **(2)** *choice* whether to live in **(11)** *the last century* dealing with **(1)** *email, local area networks, and* **(5)** *lost files*, or do **(8)** *we* **(10)** *want* to live in **(11)** *the 21st century* enjoying the **(1) (5)** *benefits of cloud computing, online storage*, and *truly efficient collaboration.* **(3)** *Not too difficult of a choice, is it?* So **(14)** *let's* make a change. **(14)** *Let's* organize **(8)** *ourselves* **(5)** *better* and work **(2)** *better*. **(14)** *Let's* take what **(5)** *the best* innovators are offering and stop wasting time. **(14)** *Let's* spend **(11)** *less time organizing and more time doing*. And **(14)** *let's* do it **(8)** *now*. (Business English Pod)

To attract the audience's attention and point to the existing problem the author starts by telling a story from their previous experience. In the "grabbing attention" move we observe the use of **(1)** tripling **(2)** repetition and **(3)** interrogative structure + positive response. The following peripheral techniques are used by the speaker: **(4)** appeal to past experience, description of the daily routine using a succession of actions and time indicators **(5)** subject representation (the use of graphic intensification). In the "need" move the speaker provides a detailed statement of the problem using a **(6)** causal structure and **(2)** a number of repetitions *some of my stuff is stored* и *a whole lot of*, which focus the audience's attention on the existing problem (the company's data storage system is far from being flawless). The peripheral technique **(5)** subject representation, containing an elaborate metaphor, contributes to expressiveness and makes the text easier to perceive. The peripheral technique **(7)** seek common ground (use of the inclusive pronouns *we* and *our*) stresses that the persisting problem might have a negative impact on all company staff. A string of **(3)** coercive interrogatives bringing up the need to take action close the move.

In the "Solution" move Ben describes a hypothetical situation *"Imagine one giant desk, with all the employees of our company sitting around this desk. In the center of that desk are all the folders, documents, spreadsheets, images, that we need to do our work. When we need one of those, we just reach over and get it. If we want to talk to someone about something, we just look across the table and talk. If we want to discuss something on the QT, we pass the person a note",* which is

contrasted with the real state of things in the company. Ben's description of the hypothesized situation aims to evoke positive perceptions of the working environment amongst the audience and elicit emotional response – desire to introduce changes.

Among the linguistic means used in "Solution" the most common are *(9)* syntactic parallelism (*When we need <…>, we just reach <…>*; *If we want <…>, we just look around*; *If we want <…>, we pass <…>*)*, (1)* tripling (*What I'm suggesting is a system that will allow us **to work more efficiently, communicate more effectively, and store information more sensibly**) <…>* and *(2)* repetition. In the "Solution" move the following peripheral techniques are observed: *(10)* "appeal to wish", the speaker prompts the audience to imagine a hypothetical situation using the imperative (***Imagine** one giant desk <…>*); *(8)* seek common ground (use of the inclusive pronouns we and our) and *(5)* subject-representation (the use of the metaphor).

At the beginning of the "solution" move Ben introduces the notion of *cloud computing* as a possible way to increase the company's productivity using contrast and peripheral persuasion techniques. In the second part of the move the presenter provides a description of possible advantages of cloud computing technologies to show how beneficial they could be for the company and includes the use of *(1)* tripling, *(3)* interrogative utterances, *(11)* contrast and *(12)* strings of homogeneous sentence members. The following peripheral techniques were observed in this move: *(13)* appeal to authority (the speaker names companies that successfully use cloud computing technologies); *(5)* subject-representation (the use of qualitative and comparative adjectives); and *(8)* seek common ground (use of the inclusive pronouns *we* and *our*).

In the "Call for action" move the presenter compares the two possible courses of action (go on using the company's filing system to store information or opt for cloud computing) and their outcomes. In this move we observe *(11)* contrast (*whether to live in the **last** century dealing with email, local area networks, and lost files, or do we want to live in the **21st century; less time** organizing and **more time** doing*), including *(1)* tripling (*benefits of cloud computing, online storage, and truly efficient collaboration*), *(2)* repetition, *(3)* interrogative utterances and *(14)* call for action *let's*. The peripheral techniques the presenter uses in this move are *(5)* subject-representation (***benefits** of cloud computing, **truly efficient** collaboration*, *organize ourselves **better, the best** innovators*);

(10) appeal to wish (*we **want** to live*) and *(8)* seek common ground realized through the use of the inclusive *we* (or its forms) and temporal deixis *now*, which allows to include the audience in the activity. The peripheral technique *(5)* subject-representation is integrated into contrasting where evaluative vocabulary with a positive connotation is used to describe the new technology, cloud computing, (*truly efficient collaboration*), whereas the description of the methods used by the company up until now are presented as disadvantageous (*lost files*).

Example 1.4.

This example presents an analysis of the "grabbing attention" move in S. Jobs' presentation of the first iPhone in 2007.

This is the day I've been looking forward to for two and a half years. Every once in a while, a *(4) revolutionary* product comes along that changes everything and Apple has been – well, first of all, one's *(3) very fortunate* if you get to work on just one of these in your career. Apple *(1) has been (3) very fortunate*. *(2) It's (1) 1984 – (6) we (1) introduced* the Macintosh. It *(1) didn't just change* Apple. It *(1) changed* the whole computer *(3) industry*. *(1) In 2001*, *(6) we (1) introduced* the first iPod. And it *(1) didn't just change* the way *(5) we all* listen to *(3) music,* it *(1) changed* the entire *(3) music (3) industry* (Jobs 2007).

During the "grabbing attention" move S. Jobs tells the audience of the Apple company's path to success using *(2)* syntactic parallelism (***It's 1984 – we introduced the Macintosh. It didn't just change** Apple. **It changed** the whole computer industry. **In 2001, we introduced** the first iPod. And **it didn't just change** the way we all listen to music, **it changed** the entire music industry*) and a string of *(3)* repetitions. This move involves the use of such peripheral techniques as: *(1)* appeal to past experience (use of the finite Present Perfect and Past Simple verb-forms and time indicators of the past; *(4)* subject-representation (positive evaluation of Apple's products); *(5)* seeking common ground (use of the inclusive pronouns *we* and *our*) and *(6)* self-representation.

Study and results: Statistics on the use of peripheral (ethos and pathos) persuasion techniques in presentations

The corpus of British and American presentations subjected to analysis (approximately 10701 words) contains 335 instances of peripheral persuasive techniques of which 78 pertain to the ethos group and 257 to pathos (see *Table 1*). The pie-chart that follows presents the results of the conducted research (%).
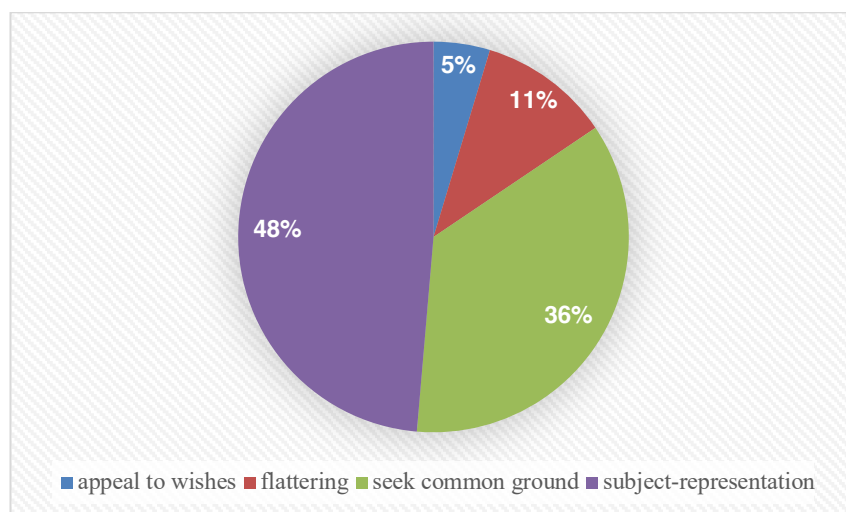
	Persuasion technique	Number of techniques
Ethos	Self-representation	50
	Appeal to authority	17
	Appeal to past experience	11
Pathos	Subject-representation	125
	Seek common ground	92
	Flattering	28
	Appeal to desires	12

Table 1. The number of persuasive techniques used in presentations of British and American companies

Amongst ethos persuasion techniques self-representation is most common in business presentations made by British and American authors (64%), appeal to authority ranks second (22%) and appeal to past experience – third (14%). In the case of pathos techniques – subject-representation ranks first (48%) with seeking common ground (36%), flattering (11%) and appeal to desires (5%) following.
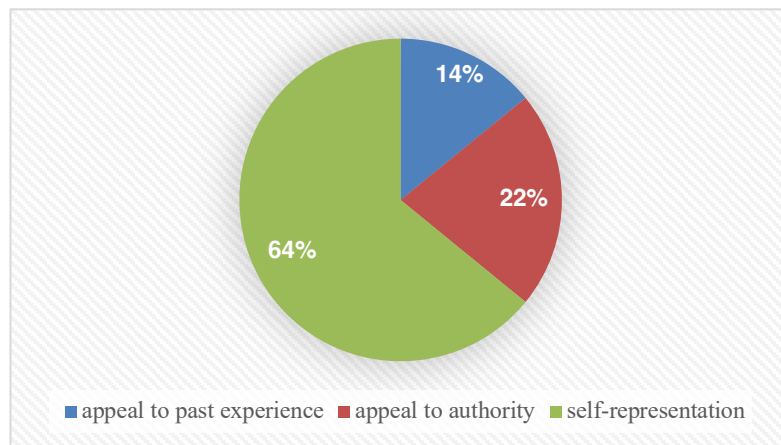
Pie-chart 1: Ethos-oriented persuasion techniques used in business presentations

Pie-chart 2: Pathos-oriented persuasion techniques used in business presentations

Conclusion

Statistics prove that in presentations peripheral techniques are widespread with subject-representation being the most common pathos technique, and self-representation – the most common ethos one; unlike advertising and internet sites where flattering is most common (pathos) to satisfy the needs of the addressee's negative face and self-representation – the addresser's positive face.

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