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AL-KINDI CENTER FOR RESEARCH AND DEVELOPMENT

| **RESEARCH ARTICLE**

How Diversely a Narrator use Digital Rhetoric and Personal Rhetoric Depending on the Scenario?

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| **ABSTRACT**

In communication, the use of rhetorical devices is integral to persuading, engaging one another, and communicating messages effectively. Multimodal tools like images, memes, and interactivity add layers of meaning to rhetoric in digital spaces; however, personal communication is dependent on spontaneity and non-verbal cues. The study analyses how rhetorical strategies differ when applied to digital versus personal interactions and how they adapt to different communicative contexts. Based on thematic analysis of existing academic literature — peer-reviewed journals and conference papers — we identified key rhetorical patterns that were indicative of digital and personal communication. Digital rhetoric highlights ethos and pathos as a means of communal amplification, which can also be used in interactivity. In contrast, personal rhetoric is much more logos-oriented, with its firm grounding in rational reasoning and relational ethos**.** In addition, personal rhetoric is more convincing since it has more credibility by establishing authority, while digital rhetoric is more interactive. The importance of rhetorical adaptation is significant to marketing, education, and digital engagement. Future studies should examine the AI-enhanced rhetoric and the growing influence of this technology on human interaction.

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1. Introduction

The rhetoric (art of persuasion) consists of the rhetorical devices ethos (credibility), pathos (emotion), and logos (logic) that shape discourse (Pflaeging & Stöckl, 2021). Thanks to the digital age, communication is no longer limited to traditional face-to-face interactions, instead occupying multimodal digital spaces where the complexity of rhetorical aims reigns (McMullan, 2020). Different than personal rhetoric, where verbal tone, gesture, and immediate response are used to communicate, digital rhetoric involves interactivity, multimodal composition, and audience analytics, transforming how persuasion works (Chew & Mitchell, 2019). Narratives are constructed by social media platforms that manipulate irony, quotes, and visual rhetoric (Zappavigna, 2022).

In this study, we critically analyse rhetorical devices, comparing their application in digital and face-to-face communication, with particular regard given to persuasive presentations made by IT students, and the context in which appeals to logos and pathos operate. The findings support understanding digital rhetorical strategies employed in both educational and professional settings.

1.1 Problem Statement

Previous studies indicate that the use of rhetoric in digital forms of communication is increasing, but limited research compares the use of rhetorical strategies in digital and interpersonal interactions (Pflaeging & Stöckl, 2021). Traditional rhetoric is based on persuasive interaction between the involved parties, while digital rhetoric is centred on multimodal aspects, audience analytics,

and interactive aspects (Chew & Mitchell, 2019). Knowing this rhetorical flexibility is essential for enhancing communication efficacy in education, sales, and work (McMullan, 2020). This study fills the gap by exploring how narrators negotiate rhetorical devices across varying contexts. At the heart of our research is the question: In what way do narrators differ in their use of rhetorical devices in different digital and personal spaces?

1.2 Purpose and Objectives of the Study

The purpose of this research is to understand how narrators make use of rhetorical devices in varying communicative contexts, both in digital and personal exchanges. It analyses rhetorical strategies and their variable effectiveness across different settings. Specific objectives are as below:

- To discover how diversely speakers use different rhetorical appeals depending on the context.
- To explore the ways that audience, medium, and context shape rhetorical strategies.
- To examine how digital affordances contribute to producing rhetorical effects.
- To delve into the real-world ramifications of rhetorical flexibility.

2. Literature Review

In personal communication, different examples of rhetoric vary from time to place, as the spontaneity, versatility of talking, and sign-expression of speakers all depend on the circumstances of a talk, which makes these types of rhetoric far more effective than digital rhetoric. In contrast to digitized discourse, in-person communications afford immediate rhetorical feedback depending on audience response (Chew & Mitchell, 2019; Edwards, 2020). Relational ethos is further enhanced by non-verbal components, like tone, gestures, and facial expressions, which add to the credibility of communication via direct interaction (Stroetinga et al., 2019). In contrast to digital rhetoric, which relies on curated content and algorithmic amplification, personal communication is grounded in situational awareness and interpersonal connection (Yeung & Yau, 2022). Face-to-face interactions for persuasion rely on conversational turn-taking and emotional mirroring strategies, which create trust and a sense of immediacy in ways digital platforms have difficulty reproducing (Zappavigna, 2022; Williams, 2022).

Theoretical principles of rhetoric stem from Aristotle's rhetorical model, defining different aspects of persuasion: ethos, pathos, and logos (Braun & Clarke, 2022). Though this classical model is still relevant, contemporary rhetorical studies acknowledge the influence of digital culture on communication strategies. Traditional rhetoric assumes the existence of stable speaker-audience dynamics; in contrast, digital rhetoric involves fragmented, algorithm-driven contexts of digital expression in which the logic of persuasion is shaped by social validation and visibility-mediated forms of validation (McMullen, 2020; Hase et al., 2021). In addition, a new genre is emerging, multimodal digital narratives wherein an arguer needs to integrate diverse modes (textual, visual, and interactive) to have an audience that remains engaged (Chew & Mitchell, 2019). Shifts to new forms of literature could indicate a shift from static, speaker-controlled rhetoric to the dynamic discourse of new, audience-responsive media, requiring a re-evaluation of classical rhetorical treatises for the modern literary landscape.

3. Methodology

This study utilizes thematic analysis to establish common rhetorical strategies in digital and personal communication based on existing literature rather than empirical research (Braun Clarke, 2022). The research design employs qualitative synthesis by providing a holistic picture of how narrators adapt the role of different rhetorical devices in varying contexts (Scharp, 2021).

The main data source was peer-reviewed articles discussing rhetorical strategies across the digital and personal communication spectrum. All studies were included if they investigated manipulation techniques, audience engagement, or rhetorical effectiveness across communicative settings (Yeung & Yau, 2022).

Specific coding of the rhetorical patterns, for example, logical structuring, emotional engagement, credibility-building techniques, involved data analysis (Mackieson et al., 2019). We identified emergent themes such as how digital affordances can shape what is understood as effective rhetorical impact to emphasize the adaptability of rhetoric when transferred across media channels (Berbekova et al., 2021).

4. Results/Findings

Table: Thematic Analysis

Theme	Source 1	Source 2	Source 3	Source 4	Source 5
Ethos in Digital Communication	The headline tends to use forward-referring terms and performs the speech acts of assertive and expressive to construct news values of proximity and positivity (Wu & Pan, 2022).	Social media marketing activities positively affect brand attachment through the mediating role of self-brand connections (Panigyrakis et al., 2020).	We argue that, for the extreme groups, Internet memes are tools to crystallize their arguments in an easily shareable and concise form (Hakoköngäs et al., 2020).	Multimodal incongruity reveals how audiences negotiate political rhetoric, using personal experience and cynicism (Kjeldsen & Hess, 2021).	Politicians' Twitter blunders paradoxically enhance authenticity, making their communication appear more genuine (Lee et al., 2020).
Multimodal Rhetoric in Digital Media	The study enriches the analysis of journalistic practice of news on social media in the Chinese context (Wu & Pan, 2022).	Memes aim to construe a heroic imagined past, to lend legitimacy to the nationalist cause, and to encourage the movement's followers to fight (Hakoköngäs et al., 2020).	The concept of 'parodic resonance' explains how ironic quotation proliferates as a semiotic 'weapon' on social media (Zappavigna, 2022).	Visual personalization in political campaigns differs across social platforms; Instagram emphasizes privatization, while Facebook favours individualization (Farkas & Bene, 2021).	Multimodal rhetoric combines linguistic, visual, and spatial elements, structured through a rhetorical process to optimize communication (Pflaeging & Stöckl, 2021).
Logos in Digital Discourse	The news story makes use of particular addressing terms, reported speeches, and evaluative markers to construct news values of personalization, positivity, and human interest (Wu & Pan, 2022).	Internet memes condense arguments into shareable visual narratives, reinforcing ideological messages (Hakoköngäs et al., 2020).	A corpus of approximately 150,000 posts quoting Trump's controversial use of the phrase 'it is what it is' during an interview about the US death toll in the coronavirus pandemic is explored (Zappavigna, 2022).	Interactivity plays a key role in digital rhetoric, shaping meaning-making through feedback loops and user participation" (Chew & Mitchell, 2019).	Digital rhetoric involves algorithmically curated content, where engagement metrics influence rhetorical impact (McMullan, 2020).

Different rhetorical strategies are necessary for digital and personal communication environments, as ethos (credibility) and pathos (emotional engagement) play a larger role in digital discourse than in personal communication, which tends to be more reliant on logos (logical reasoning). Wu and Pan (2022) argue that digital news discourse constructs credibility through forward-referring headlines and assertive speech acts, which contribute to audience engagement. This said, digital rhetoric is also influenced by algorithmic amplification, allowing for the prioritisation of emotionally charged and polemical messages over rationally coherent ones (McMullan, 2020; Jenkins et al., 2020). It indicates that digital communication opens up reach even as it tends to flatten depth and nuance in the race for engagement with a public reduced to numbers. Conversely, Kjeldsen and Hess (2021) claim that audiences frequently mediate political messages by drawing on personal experience and cynicism, defying the assumption that digital rhetoric leads to persuasion; rather, the efficacy of rhetoric relies on audience interpretation.

Logical appeals: Logical appeals aim to persuade the audience by providing credible, evident, and reliable information to support the claim. However, it can also be observed that it will indicate up these to the logical appeal strategies as the results of the "Graph 1 Distribution of Logical Appeal Strategies in the IT Students' Presentations" graph show listing and adding,

signposting, reasoning, conditioning, exemplifying, reinforcing, contrasting and summarising to make their presentation set logic and evidence. The majority of the students (63.9%) rely on listening and adding to organize their arguments and ensure their clarity and coherence, meaning logical structure. In examples 1 and 2, during their presentations on the product or IT functional services, IT students used logical structures to clarify the overview, such as 10 billion, 30 million, and added transitional words, such as not only but also to connect their thoughts and logical flow. This preference seems to confirm Wu and Pan's (2022) observation on how individual oral discourse also prefers sequential structuring as a route to bolstering credibility, meaning constructing new ideas.

1) During **last year over 10 billion** more attacks were recorded worldwide and **over 30 million devices** were infected with malware, and these numbers are expected to grow even bigger in the future.
2) And **last but not least**, we have a fully adjustable stand allowing you all sort of all sorts of pivoting swivelling tilting to adjust the monitor to the position you want making this **not only** comfortable **but also** convenient.

Also, Chew and Mitchell 2019 emphasize collaboration between the speaker and audiences for interactivity in digital rhetoric and making a new start (0.76%) and exemplifying (2.86%) from the Graph 1 shape collaboration and active participation. Using new and instructing the audience in something means starting something new, and helping the audience keep listening. Example 3 shows the interaction between the speaker and the audience using persuasive words towards the audience.

3) **Now that I showed** you the basics of how the Snackatron 3000 works, **let's all look together** at all the marvellous foods that it can make for us...

According to Mc Mullan 2020, an algorithmic sequence that differs step-by-step to learn something new and add innovative reasoning. In example 4, reasoning and reinforcing shape since students used logical support such as CCleaner ratings and linking devices, such as because, reason, etc, to support their evidence.

4) **CCleaner** ratings are another **reason** why I think you should be interested in using this software because of its advanced features, yet very simple user interface.

The figures and statistics (7.46%) and contrasting (10.22%) also ensure the substantiation of technical arguments. Yet summarizing and generalizing (0.16%) are infrequent, indicating that technical persuasion favours elaborate detailing over high-level conclusions. This stands in stark contrast to digital political rhetoric, where memes and sound bites reign supreme in the fight for attention in engagement strategies (Hakoköngäs et al., 2020).

Graph 1: Distribution of Logical Appeal Strategies in IT Students' Presentations
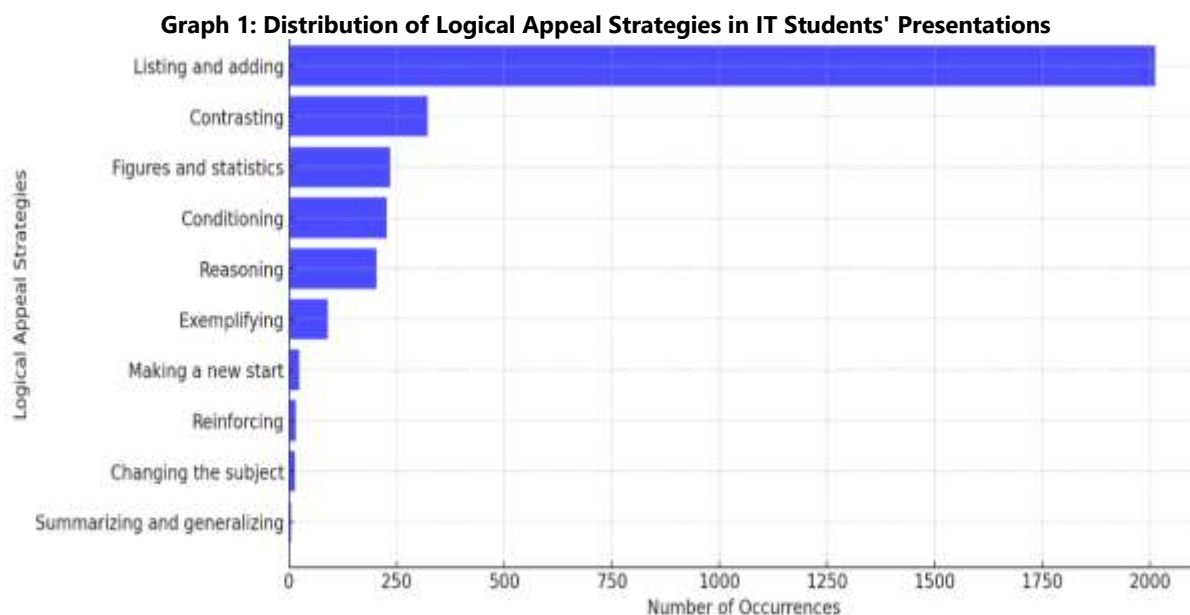
(Ellederová, 2023)

Emotional appeals: Pathos is one of the significant factors of rhetoric that makes the arguments more compelling and engaging with the audience. "Distribution of Emotional Appeal Strategies in IT Students' Presentations" (Graph 2) also shows the evident dominance of evaluative adjectives (45.23%) and rhetorical questions (23.08%) in terms of emotional engagement. Persuasive techniques, like evaluative adjectives that invoke strong imagery or rhetorical questions that make the audience think. Similarly, this observation aligns with Pflaeging & Stöckl's findings that multimodal rhetoric is shaped by using the combination of linguistics, visual things (2021). In example 5 and 6, rhetorical practices are shaped through video featuring positive evaluation. Example 5 indicates a revolution in prioritizing the perspectives using technological things. On the other hand, example 6 is more engaging with the audience.

5) With the **revolutionary** laser printer **Canon ImageRunner C3125i**, all of your problems disappear.
6) **Are you tired of waiting** for your documents to be printed?

However, during the presentation, IT students' humour (0.94%) and anecdotes (0.34%) are infrequently utilized in IT presentations, indicating a fundamental divergence in rhetorical emphasis, technical communication places a greater emphasis on credibility and logic than emotional engagement. Indeed, these findings are in line with Zappavigna's (2022) earlier analysis of ironic quotation practices, where humour and sarcasm are applied to ridicule political discourse, creating a more salient and memorable rhetoric. But applying humour and storytelling contribution as part of the political and commercial rhetoric increases relatability and audience retention (Panigyrakis et al., 2020).

Graph 2: Distribution of Emotional Appeal Strategies in IT Students' Presentations
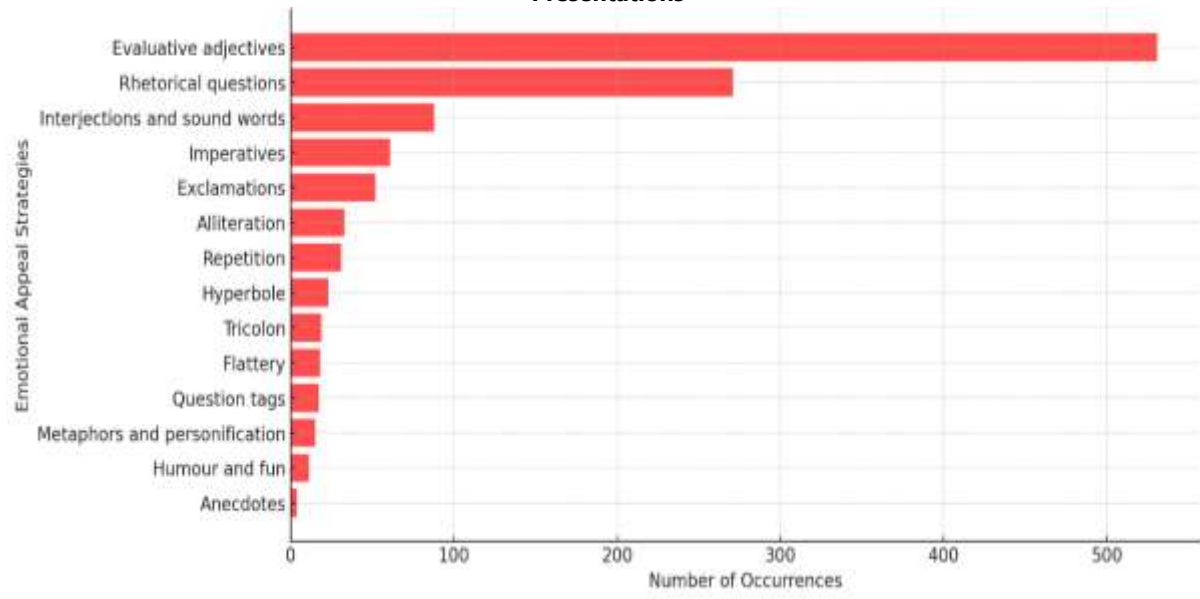
(Ellederová, 2023)

The other set of affordances has to do with how different modalities shape what is possible in the digital space, which has much to do with digital rhetoric and how users can deliberately shape their work. Although memes, hashtags, and visuals generate highly shareable, persuasive content, their persuasive power is susceptible to how an audience receives them (Hakoköngäs et al., 2020). Although social media post personalization in political campaigns varies—Instagram focuses on privatization, whereas Facebook on individualization—little is known whether this personalization will strengthen persuasion or just engagement (Farkas & Bene, 2021). Finally, rhetorical efficiency depends on the best combination of logical structure, emotional engagement, and technological affordances, which can differ depending on your context.

Ethical appeals: Ethical appeals make the arguments more credible towards the audience by using attitude markers. "Distribution of Ethical Appeal Strategies in IT Students' Presentations" (Graph 3) also shows the evidence of expressing corporal identity, attitude markers, boosting a sense of credibility, engaging markers, and so on. Graph 3 shows that IT students used (46.47%) corporal identity to show the technological impacts on individuals, which is parallel to Panigyrakis et al findings. According to Panigyrakis et al., 2020, self-brand connection is used to show the positive impacts on own self. Example 7 shows the connection between individualism and technology users.

7) However, we **guarantee stability** and warranty for free sensors on the same PC.

In similar, engagements markers (4.67%) is used to persude the audience more using videos and encompassing images. Example 8 indicates the reference to show the evidence of audience manipulation.

8) **As you can see**, the growth in processing power is stagnating more and more every single year.

Graph 3: Distribution of Ethical Appeal Strategies in IT Students'
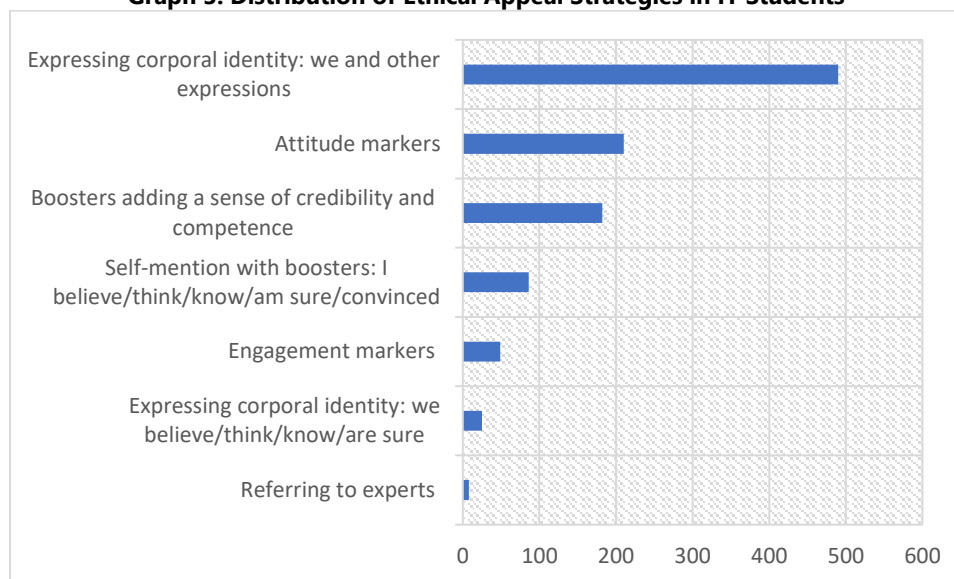
Also, this finding will synchronize with Wu and Pan's (2022) observation that different texts and videos can add meaningful values and proximity. Finally, rhetorical efficiency depends on the best combination of logical structure, emotional engagement, and technological affordances, which can differ depending on your context.

4.1 How We Can Implement It
Particularly in increasing rhetorical effectiveness across several communication settings, the results of this research have major consequences for personal development, educational instruction, as well as for digital content creation. By using multimodal affordances such memes, hashtags, and interactive elements to increase engagement, digital content creators can maximize rhetorical approaches (Hakoköngäs et al., 2020). Still, some worry about the danger of algorithmic manipulation altering rhetorical intent when those resources raise visibility (McMullan, 2020). Strategic use of ethos through credibility markers and pathos through emotional weight will improve persuasive marketing and branding, according to Panigyrakis et al. (2020).

Including digital rhetoric into communication studies in educational context helps students see how persuasion changes over circumstances. Wu and Pan (2022) find in their study that digital discourse builds credibility via forceful speech acts, therefore affecting program planning for media literacy. Moreover, Zappavigna (2022) notes how irony and sarcasm in digital rhetoric generate involvement, hence recommending that teachers should stress critical literacy to manage rhetorical intent.

Improving narrative and convincing abilities as a means of personal development can help one to better professionally communicate. Kjeldsen and Hess (2021) illustrate how audiences critically interact with rhetoric through cognitive tools, hence stressing the importance of flexibility. Mastering emotional resonance (Panigyrakis et al., 2020) as well as logical structuring (Wu & Pan, 2022) lets people better communicate digital and personal environments.

4.2 Discussions on personal rhetoric and digital rhetoric:
This study shows that IT students used several rhetorical devices to make their agreements more lively to the audience. Overall, they used three significant rhetorical strategies: logos, ethos, and pathos. Even though these three appeals are used everywhere interchangeably, they change their way of presentation in varying contexts.

Graph 1 shows that most IT students used listening and adding (63.9%) to clear their thoughts and maintain logical organization. Personal rhetoric is used in a powerful view of audience trust since the rhetor (speakers) used logical statements, meaning that hardly audience can negotiate.

On the other hand, ethical and emotional appeals are used to persuade others, where the audience can participate or interrupt the speaker. As IT students featured memes, videos, texts, and so on to engage the audience, the speaker and audience can interact with each other. So, this study shows that personal rhetoric is more convincing than digital rhetoric since digital rhetoric is more interactive.

5. Conclusion

The flexibility of rhetorical methods across personal and digital communication is emphasized in this study, which reveals that while personal contacts give priority to logos (logical reasoning); digital rhetoric relies considerably on ethos (credibility) and pathos (emotion). Research results highlight how multifaceted tools help to mould engagement. This knowledge could help digital conversation, marketing tactics, and educational communication. Future studies should investigate artificial intelligence driven rhetoric to see how algorithmic customisation affects persuasion and transforms human communication.

Conflicts of Interest: The authors declare no conflict of interest.
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