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| RESEARCH ARTICLE

## Analysis of Persuasion Strategies in President Biden's Speech at the Climate Change Conference (UN COP27)

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| ABSTRACT

In recent years, climate change speeches have become increasingly significant, especially in high-profile international summits like the Conference of Parties (COP). This study aims to analyze US President Joe Biden's persuasion strategies that were utilized in his speech at COP27. Cialdini's model (2009) of persuasion is adopted to analyze the persuasion strategies overwhelmingly. Qualitatively, observation and memo methods are used to collect the data from Joe Biden's speech which was uploaded on the White House website (White House, 2022). The objectives of this study are expected to be achieved in two sections. Firstly, identifying the types of persuasion strategies that were used by President Joe Biden. Secondly, an in-depth analysis of persuasion strategies will be conducted to find out the preferred persuasion strategy that he utilized.

| KEYWORDS

Climate change, conference of parties (cop), Cialdini's persuasion strategies, political discourse, Joe Biden

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### 1. Introduction

#### 1.1 Background of the Study

##### 1.1.1 Climate Change

Climate change is one of the most serious challenges in the world. According to the Climate Change Knowledge Portal, climate change refers to a significant change in weather patterns over a long period of time, such as a change in temperature, rainfall, or drought, happening over decades or more. Javadinejad et al. (2019) argue that climate change will have profound effects on development, poverty, and global security. Despite the efforts to cut greenhouse emissions, some impacts are currently unavoidable. Moreover, the authors emphasize that developing countries will be most influenced by climate change and have the least ability to adapt. Thus, adaptation funds and international comprehensive strategies are necessary to address the urgent effects of climate change.

##### 1.1.2 COP27

In 1992, nations established a foundation for global cooperation to fight climate change by adopting the United Nations Framework Convention on Climate Change (UNFCCC). The Conference of the Parties (COP) is the Convention's highest decision-making body, in which all parties participate. The COP evaluates the progress of the Convention's implementation and makes decisions to guarantee its proper execution (UNFCCC, 2022). In line with these efforts, COP27 was held in Sharm el-Sheikh, Egypt, from 6 to 18 November 2022. It was the 27th United Nations Climate Change Conference. COP27 was a major international event that brought together leaders from around the world – including Joe Biden, the President of the United States of America – to discuss the challenge of climate change. The main goal of the conference was to accelerate action on climate change (United Nations Framework Convention on Climate Change, (2022). Biden addressed the COP27 climate summit in Egypt on November

11, 2022, with a 23-minute speech (The White House, 2022). His speech is described as a reaffirmation of America's commitment to global climate action. He emphasized the importance of collaboration and highlighted the steps the U.S. is taking to address climate change.

### **1.1.3 Climate Change speeches**

Climate change communication has become a significant field of study, stressing the need for effective strategies to engage the public and reinforce climate policies. Kousser and Tranter (2018) shed light on the impact of political leaders on shaping public perspectives of climate change within their constituencies. The discourse has expanded from scientific discussions to incorporate political, economic, and social factors that impact international climate diplomacy.

The United States (U.S) presidential discourse plays a profound role in shaping global narratives around climate action. Shevchenko and Makeienko (2024) examined this vital role, particularly drawing attention to the noticeable contrast between the Trump and Biden administrations. Trump's presidency was described as climate-change-denial, as it withdrew from Paris Agreement and environmental treaties. Conversely Biden's administration has given priority to climate change, rejoined Paris Agreement and led initiatives to regulations and investments pertaining to climate change.

Shevchenko and Makeienko (2024) argued that President Biden emphasized the profound change in U.S. climate change policy through financial support allocated to countries suffering from climate change, especially in Africa. This announcement reflected the United States' commitment to helping developing countries. Additionally, Marín Morcillo (2023) claimed that Biden's speech at COP27 highlighted the urgent need for action to effectively address climate change while framing climate reform as an opportunity for future prosperity. Nevertheless, Biden's speech lacked focus on climate justice or explicit acknowledgment of the United States' responsibility for emissions as one of the largest industrialized nations.

Political speech is a form of discourse that formulates public opinion, constructs national identities and justifies political actions (Kampf, 2015). Political speeches are considered powerful forms of communication designed to persuade specific audiences (Haider, 2016). Indeed, persuasion is a complex process involving the interaction between a speaker and a listener, with the goal of influencing beliefs, attitudes, or behaviors. Notably, the concept of persuasion has deep historical roots, beginning with Aristotle's foundational work on rhetoric. Aristotle identified three means of persuasion in rhetoric: ethos (speaker's character), pathos (audience's emotions), and logos (logical arguments) (Rapp, 2010). He regarded the enthymeme, a type of syllogism, as the core of persuasion.

Building on these concepts, political speeches are seen as a form of persuasive speeches that aims at influencing or convincing people of their choices. The degree of persuasiveness of political speeches is determined by factors like the content and style of argumentation. Research by Cano-Basave and He (2016) found that while the content of a message can indicate a speaker's level of influence, the use of persuasive argumentation also plays a key role in shaping their effectiveness. Political leaders use language strategically to persuade and influence people by employing specific speech acts and persuasion strategies. For instance, in their discourse study about Barack Obama's speeches against ISIS, Alemi et al. (2018) analyzed two presidential addresses from 2014. The researchers argued that Obama employed substantially assertive speech acts to justify US airstrikes, used inclusive and exclusive pronouns and took a cautious approach to taking action.

Partington and Taylor (2017) defined politics in democratic societies as the art of persuasion. Their claim is that political leaders and skilled communicators utilize language skillfully to guide public views, and in order to do that, politicians employ different linguistic techniques such as figures of speech and evaluative language. Partington and Taylor (2017) stressed the idea that in order to obtain an effective analysis of political discourse, we should investigate the linguistic techniques embedded in political texts. They concluded that content is not the sole pillar in effective political persuasion, but also the method of delivery, highlighting the power of language choice in shaping public opinion and political outcomes.

### **1.1.4 Cialdini's Persuasion Strategies**

A renowned psychologist, Robert Cialdini, has pinpointed six key strategies that constitute effective persuasive communication. These are reciprocity (returning favors), commitment and consistency (sticking to previous actions), social proof (following others' lead), authority (respecting experts), liking (agreeing with those we like), and scarcity (valuing rare things) Cialdini, 2009, p.1). Cialdini's strategies illustrate the mechanism of persuasion by blending personal psychology with social norms and explain how unconscious factors shape human behavior and influence others (Cialdini, 2009). These persuasion strategies have been adopted in various contexts, including online communication, marketing, healthcare, and political speeches to demonstrate how they shape attitude, influence actions and drive decision-making (Singh et al., 2014). For example, Cialdini's principles are extensively applied in digital marketing to enhance consumer engagement and drive conversion (Pellegrino, 2024). Furthermore, in interpersonal

communication, Cialdini's principles are significant for understanding the cognitive and emotional processes behind persuasion, emphasizing rational and emotional appeals to gain consent or agreement (Ivanova, 2023).

This study aims at analyzing the persuasion strategies in President Biden's speech at COP27 through Cialdini's model. It seeks to reveal what types of persuasive strategies are evident in Biden's speech and how these strategies are incorporated to influence COP27 attendees on the challenges and urgency of climate change. Furthermore, this research could provide a basis for a better understanding of how to build global consensus among state leaders and influence public opinion on climate issues through the use of embedded persuasive strategies in political discourse.

Political discourse employs various persuasion techniques, as outlined by Robert Cialdini (2009). Strategies like authority, social proof, and consistency are used in politics to influence public opinion and voter behavior. Cialdini (2009) persuasion strategies can be effectively utilized to analyze political speeches, pertaining to climate change summits and COPs. For example, Dietz (2020) investigated the gap between scientific assessments of climate risks and the actions taken to address these risks. He studied the role of persuasion in shaping public views on climate change. The study examined different phases of Trump's presidency influence on climate change opinion. It found that several persuasion principles aligned with Cialdini's principles are present. For example, President Trump and the Republican Party used their authority to shape their supporters' views on climate change. Moreover, when it comes to social proof, Trump's clear skepticism about climate change and his policy actions, such as withdrawing from the Paris Agreement, served as a signal to his supporters. As a prominent leader, his views provided a model for his followers, encouraging them to align with his position on climate issues (Dietz 2020).

In this context, such climatic events offer influential channels for leaders to employ persuasion strategies in order to influence global climate action. Also, these gatherings provide a platform for nations to practice their influence during discussions and raise public awareness (Betzold et al., 2015). For example, well-known figures like celebrities and influential leaders, such as Leonardo DiCaprio and Barack Obama, use their authority and influence to promote climate change goals, shape public opinion, and encourage policy change (Dininta & Paksi, 2024).

### **1.2 Statement of the Problem**

In recent years, climate change communication has become a major focus, particularly in high-level international summits like the Conference of Parties (COP). While many studies have been conducted on climate communication discourse in general and COP27 in particular, from different perspectives, research on the analysis of persuasion strategies employed by world leaders at COP is still limited. Also, despite the great importance of US President Joe Biden's speech at COP27, it has not been studied in-depth, especially with regard to the strategies of persuasion that were implied in his speeches. This leaves a significant shortcoming in understanding how his persuasion strategies may have influenced public perception and engagement with climate issues, highlighting the need for further research in this area.

This study aims to address this gap by using Cialdini's framework of persuasion (Cialdini, 2009) to analyze the strategies employed in Biden's speech at COP27. This study seeks to explore the types of persuasion strategies used, identifies the most prevalent one, and uncover the intent behind the language that corresponds to each strategy. In conclusion, the understanding of the Joe Biden's persuasion strategies enhances future researchers to compare it with other leaders' persuasion strategies at the COP27.

### **1.3 Research Objectives**

Climate change speeches have become a significant focus at international summits, but there is limited researches investigating the persuasion strategies used by world leaders at COP. This study aims to address this gap by analyzing US President Joe Biden's speech at COP27 through Cialdini's model of persuasion. This study seeks to achieve the following objectives:

- *To identify the persuasion strategies utilized in Biden's COP27 speech.*
- *To find out the most prevalent persuasion strategy in Biden's COP27 speech.*
- *To recognize the reasons for using the preferred persuasion strategy by president Biden in his COP27 speech.*

### **1.4 Research Questions**

The present study attempts to answer the following research questions:

1. What types of persuasion strategies are utilized in President Biden's COP27 speech?
2. What persuasion strategy is most prevalent in Biden's COP27 speech?
3. Why did President Biden prefer to use that persuasion strategy?

### **1.5 Significance of the Study**

Many researchers investigated President Joe Biden's speeches in his campaign speeches, but there were very limited researches investigated his speeches at COP. The significance of this study lies in exploring persuasion strategies that were used by President Biden at COP27 speech through analysis of Cialdini's persuasion model (Cialdini, 2009). The study generally helps to situate the analysis within a wider discourse, highlighting the complex and multifaceted nature of language use in employing persuasion tactics to influence public perception and engagement. Therefore, the study enhances understanding with regard to utilizing persuasion in climate speeches. Particularly, the study attempts to address and fill in the gap in the literature by examining Biden's persuasion strategies at COP27.

### **1.6 Limitations of the Study**

It is important to acknowledge several limitations that may affect the interpretation of the findings. One significant limitation is the focus on one of the President Biden's speeches which may restrict the generalizability of findings to other leaders or political discourse. Moreover, this study focuses solely on analyzing the persuasion strategies that were used by President Joe Biden in his speech. Finally, the only speech to be analyzed was presented by President Biden at COP summit in Sharm el-Sheikh, Egypt, from 6 to 18 November 2022.

### **1.7 Theoretical Framework and past studies**

This section outlines the theoretical framework guiding this study, focusing on Cialdini's principles of persuasion (2009). It also reviews relevant past studies that have explored persuasive strategies in political discourse, particularly in the context of climate change and political speeches.

#### **1.7.1 Theoretical Framework**

Robert Cialdini (2009) is a prominent psychologist and author renowned for his research in the field of social psychology, particularly in the areas of persuasion and influence. He is best known for his influential work, "Influence: The Psychology of Persuasion," published in 1984, which outlined six principles of influence that have become foundational in understanding how people can be persuaded to change their attitudes or behaviors. Cialdini called these persuasion principles "weapons of influence" (Cialdini, 2009, p.1), which include reciprocity, commitment and consistency, social proof, authority, liking, and scarcity (Cialdini, 2009).

In order to gain a deeper understanding of Cialdini's persuasion principles, this study will now delve into each one of them, examining their key concepts and practical implications. First, reciprocity is defined as a social norm where individuals feel obligated to return favors or concessions received from others (Cialdini, 2009). Cialdini argued that this principle plays a crucial role in persuasion by creating a sense of indebtedness, which can lead to compliance with requests. An example mentioned includes the Hare Krishna Society's tactic of giving flowers before soliciting donations, which significantly increased their fundraising success. Another example is the rejection-then-retreat technique, where a larger request is made first, followed by a smaller one, making the second request seem more reasonable (Cialdini, 2009, pp. 13-42). The second persuasion principle is commitment and consistency, which is defined as the psychological tendency to conform one's actions and beliefs with previous commitments and decisions (Cialdini, 2009). Cialdini argued that this principle is a powerful tool in persuasion, as individuals endeavor to appear consistent in their actions, which can lead to compliance with requests that align with their prior commitments. An example is the experiment where individuals, after agreeing to watch a stranger's belongings, felt compelled to act against a thief, demonstrating the power of commitment in driving consistent behavior (Cialdini, 2009, pp. 43-86).

Cialdini described social proof, the third persuasion principle, as a means by which people determine what is correct by finding out what other people think is correct (Cialdini, 2009). It involves a tendency to judge an action as more appropriate when others are doing it, which usually helps in making fewer mistakes by following social evidence rather than going against. Cialdini argues that while social proof serves as a convenient shortcut for determining behavior, it also makes individuals vulnerable to manipulation by those who exploit this principle for persuasion. He highlighted how television executives use canned laughter in comedy shows, even though audiences typically dislike it. Research has revealed that canned laughter causes an audience to laugh longer and more often at humorous material. This technique matches the principle of social proof by suggesting that if others are laughing, the content must be funny, thereby persuading viewers to find the material humorous as well (Cialdini, 2009, pp. 87-125). The principle of 'liking' is also one of Cialdini's key persuasion principles, where people are more likely to comply with requests from liked individuals (Cialdini, 2009). Cialdini argued that this principle plays a significant role in influence and persuasion, as individuals are inclined to say yes to people, they find likable. As an example, is the Tupperware party, where the hostess, who is a friend of the guests, benefits from sales and uses the friendship with the guests to encourage them to buy (Cialdini, 2009, pp. 126-156).

Cialdini highlighted "authority" as a key principle of persuasion, explaining that people tend to comply with requests from those they perceive as having legitimate power or expertise (Cialdini, 2009). He argued that people often respond automatically to authority figures due to the perceived superior knowledge and judgment of these figures, which can lead to automatic obedience. Authority plays a significant role in persuasion by triggering automatic compliance, often without conscious deliberation. For example, people adhere to the instructions of individuals wearing symbols of authority, such as a uniform, even when the authority is not genuine (Cialdini, 2009, pp. 157-176). Moreover, Cialdini studied the psychological impact of rarity and how it shapes people's preferences and attitudes. He argued that "scarcity" is a powerful persuasion technique in which opportunities appear more valuable when their availability is limited, playing a significant role in increasing the perceived value of items or opportunities that are rare or becoming rare. Additionally, people are more driven by the fear of losing something than by the chance of gaining it. This can be seen in tactics like limited-time offers in advertisements (Cialdini, 2009, pp. 178-204). Figure 1 shows the principles of persuasion that were proposed in Cialdini's model.

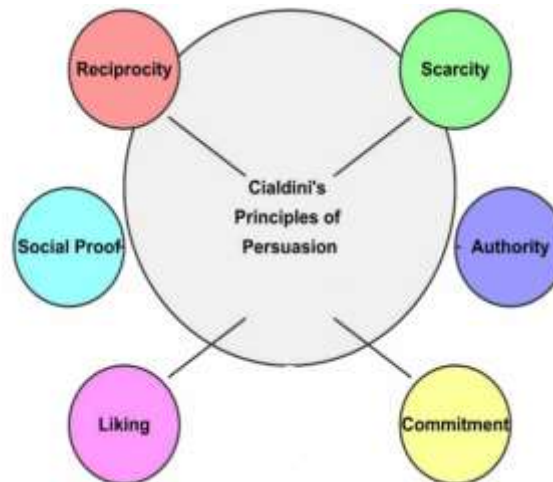


Figure. 1 Cialdini's Principles of Persuasion Model, (2009)

### 1.7.2 Past Studies

This section covers past studies that tackled the topic of analyzing persuasion strategies in political speeches in general and then at climatic conferences. Additionally, it will highlight studies that utilized Cialdini's persuasion strategies in studying political and climatic speeches. Finally, this section will allocate space for previous literature that investigated and identified persuasion strategies in Joe Biden's speeches.

There have been several studies that examined persuasion strategies in political speech. Altikriti (2016) examined persuasive speech acts in three selected political speeches of Barack Obama: his inaugural addresses in 2009 and 2013 and his final State of the Union address in 2016. The results revealed that constative speech acts, particularly assertive, were the most prevalent form of persuasion across all three speeches, comprising 72% of the total speech acts identified. These speech acts were strategically employed as a persuasive tool, allowing Obama to affirm his policies, encourage cooperation, and influence the audience's beliefs and actions (Altikriti 2016). Al-Natour, M. (2024) investigated the usage of terms of address by Jordanians. They revealed that Jordanians preferred to use the terms of address. They are keen to use them in order to soften their speech with others. Moreover, they considered that using them save the face want of the hearers. Also, Alemi et al. (2018) investigated how former U.S. President Barack Obama used persuasion in two speeches about ISIS, delivered on August 7 and September 10, 2014. Using Searle's speech act theory and pronoun and agency analyses. The research found that Obama primarily used assertive speech acts to justify U.S. airstrikes on ISIS in Iraq. Also, his use of first-person plural pronouns (we) highlighted a conservative stance, relying on American public approval to support further military actions (Alemi et al., 2018).

Moreover, Almahasees & Mahmoud (2022) conducted a study to explore King Abdullah II of Jordan's use of persuasive strategies in seven speeches delivered between 2007 and 2021 at international and regional forums. Using Fairclough's critical discourse analysis. The study found that the King employed creativity, metaphors, intertextuality, references, and circumlocution. The study concluded that the King effectively used these strategies to communicate his views on political issues. Additionally, Sarwat et al. (2022) carried out a study aiming to analyze the persuasive language strategies employed in Nelson Mandela's speeches using Aristotle's theory of pathos. The researchers utilized a qualitative approach, examining ten of Mandela's speeches obtained from various websites. They found that Mandela predominantly used pathos as a persuasive strategy, appealing to the audience's emotions through carefully chosen sentences and phrases to sway them toward his viewpoint.

Mejía-Cáceres et al. (2023) employed Van Dijk's critical discourse analysis to the speeches of the Presidents of Colombia and Chile at the United Nations Climate Action Summit in 2019, examining their semantic structures and hidden ideologies. The analysis of the two presidential speeches showed different approaches to climate change. The findings suggested that integrating discourse analysis in climate change education can enhance critical thinking skills and encourage a more comprehensive understanding of climate change as a socio-scientific issue. This approach also highlighted the importance of considering non-formal and informal communications and the role of power relations in shaping climate change education. (Mejía-Cáceres et al., 2023). Al Bataineh, K. B, et al. (2023) revealed that Facebook posts were efficiently used to define the ethnonational identity of the participants and to describe their goals and activities, as well as to provide continual updates on the protests. The strategies that they utilized help them to pursued the king of Jordan to change the prime minster of Jordan and get their rights. The great achievements of the Fourth Circle protests can be summarized in three points; solutions that reduced the cost of living to a more acceptable rate; cancellation of the income-tax law and prime Minister Hani Mulki's resignation.

From another view, Morcillo (2023) conducted a study to critically analyze how global climate change discourse is shaped by different timelines. The study focused on how states' perceptions and responses are influenced by linear and eschatological timelines, and how these are connected to political priorities and climate justice. Using Fairclough critical discourse analysis, speeches from five international actors at COP26 and COP27 were analyzed. The findings indicated that less vulnerable countries to climate change view it as an immediate threat and advocated for future-oriented policies. In contrast, more vulnerable states perceive climate change as a continuous crisis, responding with demands for climate finance or urgent adaptation measures based on their development priorities (Morcillo, 2023).

One notable study in this area is Samaa's (2023) research on the ideological analysis of persuasion techniques used in President Joe Biden's speech on climate change at the virtual leaders' conference on April 22, 2021. The researcher employed critical discourse analysis (CDA) as the primary theoretical framework, specifically utilizing van Dijk's four ideological strategies: actor description, consensus, number game, and positive self-presentation. The study found that Biden's speech on climate change exhibited distinctive characteristics, strategically employing language to reveal implicit ideologies Biden used to persuade his audience. Theis included actor description to positively portray various societal groups, consensus-building through inclusive language, the use of numbers for credibility, and positive self-presentation.

Moreover, Sarmiento et al. (2024) conducted a study to explore the persuasive strategies used in climate change speeches. The study analyzed recorded online videos of speeches by Yeb Sano, Barack Obama, and Gina Lopez. It specifically sought to identify the persuasive language and techniques employed in these speeches and to understand how they influence the target audience in terms of content and context. The research utilized a qualitative approach, employed Lloyd F. Bitzer's (1999) Five Canons of Rhetoric (Invention, Arrangement, Style, Memory and Delivery) and classical rhetorical elements: ethos, pathos and logos. The study showed that the speeches analyzed employed various persuasive techniques, including the use of the Five Canons of Rhetoric (Sarmiento et al. 2024). Also, the three speeches employed persuasive appeals—ethos, pathos, and logos—along with rhetorical devices like metaphors, similes, repetition, and personification to reinforce their messages.

Wang (2022) explored how the U.S. and Chinese governments utilized persuasion strategies on social media to encourage healthy behaviors during the COVID-19 pandemic. Wang (2022) employed a comparative analysis approach, examining messages from the Centers for Disease Control and Prevention (CDC) on Twitter and the National Health Commission of China (NHC) on Sina Weibo. The study utilized Cialdini's principles of persuasion as a theoretical framework and conducted a pooled time series analysis based on different phases of the pandemic. The study demonstrated findings related to Cialdini's principles of persuasion in the messaging strategies of the CDC and NHC during the COVID-19 pandemic. While authority was the dominant principle, both organizations also employed social proof, albeit to a lesser extent (Wang, 2022). Also, the consistency principle was used occasionally by both entities, with the NHC notably applying it through daily updates of COVID-19 cases on Weibo. Interestingly, neither the CDC nor the NHC made significant use of the reciprocity, liking, scarcity, or unity principles in their sample messages. These findings underscore a limited range of persuasion strategies in the governments' COVID-19 communications on social media, with a clear preference for authority-based messaging (Wang, 2022).

Regarding the analysis of Cialdini's persuasion strategies in political speeches, several studies have been conducted. Nobrega (2014) examined Ronald Reagan's 'Evil Empire' speech, delivered to the National Association of Evangelicals in 1983, focusing on its persuasive strategies and rhetorical devices. The analysis revealed that Reagan effectively utilized various persuasive techniques, including authority, liking, social proof, scarcity, and reciprocity. The study also found that Reagan's speech was exceptionally effective, balancing humor and seriousness while emphasizing his similarities with the audience and his own faithfulness.

Blöndal and Gunnarsson (2017) conducted a study that aimed to analyze Donald Trump's persuasion techniques and what project managers could learn from them regarding influencing project teams. The results indicated that Trump primarily used authority

and social proof to maintain his leadership status, often employing emotional messages, particularly fear, to appeal to his audience. The study concluded that project managers can benefit from understanding these persuasion principles to build trust, vision, unity, and cooperation in project teams. Ureno (2021) studied the impact of celebrity endorsements on the 2016 U.S. presidential election between Donald Trump and Hillary Clinton. The results indicated that despite Clinton having more likable and culturally significant celebrity endorsers, the impact of these endorsements on the election outcome was minimal. The study also found that although Clinton won the popular vote and support from people likely influenced by celebrities, there was no clear evidence that celebrity endorsements significantly affected the election results.

Al-Khawaldeh et al. (2023) investigate the main linguistic persuasive strategies of the same speech (President Biden's 2021 inauguration speech). The researchers analyzed the speech using Fairclough Critical Discourse Analysis (CDA) framework, examining aspects such as macro-structure (thematic-intertextuality), microstructure (syntax analysis - cohesion), stylistic elements (lexicon choice), and rhetoric in terms of persuasive function. The study showed that Biden employed a range of linguistic and rhetorical devices to construct meaning and be persuasive. These strategies included creative expressions to highlight significant real-life issues, metaphors and contrasts to emphasize concepts like unity and democracy, indirect language for discussing sensitive political topics, and intertextuality to reinforce ideas by referencing historical figures.

Arella (2023) also explored the persuasive strategies used by Joe Biden and Kamala Harris in their campaign speeches during the 2020 U.S. presidential election (Arella, 2023). The researcher employed a qualitative approach, examining paragraphs from two speech transcripts: Joe Biden's DNC speech and Kamala Harris' campaign speech in Reno, Nevada. The analysis was based on Alfano & Robinson (2012) persuasive strategies theory. The study's findings revealed specific persuasive strategies used by Joe Biden and Kamala Harris in their campaign speeches. Joe Biden employed ten strategies: causal reasoning, specific evidence, evidence to tell a story, concrete examples, emotion-arousing words, metaphors and similes, fear appeals, appeal to emotions of hope and courage and shared myths. Kamala Harris utilized eight strategies: deductive reasoning, specific evidence, evidence to tell a story, concrete examples, emotion-arousing words, fear appeals, and appeal to emotions of hope and courage. Finally, Helmy & Isa (2024) conducted a study to analyze the persuasive language used by Joe Biden in his speech titled 'Remarks on School Shooting in Uvalde, Texas,' focusing specifically on the elements of personification, self-disclosure, and conversational style as outlined in the Electronic Eloquence Model (Jamieson, 1990). The findings revealed that Biden skillfully utilized personification to humanize abstract concepts, self-disclosure to establish a personal connection with the audience, and conversational style to create a sense of familiarity and approachability. These persuasive techniques were found to enhance the emotional impact and overall effectiveness of Biden's speech.

## 1.8 Conclusion

This chapter consists of six sections which are: background of the study, statement of the problem, research objectives research questions, significance of the study and limitations of the study. Climate change is a critical global issue that affects the environment and societies worldwide. Examining previous research highlights the relevance of this study, as it tackles a significant gap in linguistic research on persuasion strategies in environmental contexts, particularly in relation to President Biden's speech at COP27. As a result, this study aims to utilize Cialdini's persuasion principles to identify the persuasion strategies utilized in Biden's COP27 speech, find out the most prevalent persuasion strategy in Biden's COP27 speech and recognize the reasons behind using the preferred persuasion strategy. The expected findings of this study seeks to achieve the objectives of this research by answering its research questions.

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