



PROCEEDING OF THE

5th

ICICM

INTERNATIONAL CONFERENCE ON ISLAMIC
CONTEMPORARY ISSUES AND MANAGEMENT



2025



✿ EDITOR ✿

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DR. SHOHIBUDDIN BIN HJ. LAMING
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He Says, She Says: Gender Differences in Use of Persuasive Appeals, Politeness Strategies and Grammatical Mood Across Social Power Communication Contexts

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ABSTRACT

Persuasive speaking is a skill that requires speakers to strategically employ language to achieve desired outcomes. Although numerous studies have explored the delivery of persuasive messages, limited attention has been given to how non-native female and male speakers of English integrate politeness strategies and grammatical mood to construct Aristotelian logical, emotional, and credibility appeals when communicating with interlocutors of varying status within social contexts. Grounded in Aristotelian persuasive appeals, Brown and Levinson's politeness theory, and Fahnestock's classification of grammatical mood, this study investigated how non-native female and male speakers of English integrated politeness strategies and grammatical mood in persuasive appeals when addressing a friend and a boss within social English communication contexts. Quantitative and qualitative analyses were employed on the responses gathered through a Discourse Completion Task (DCT). The study involved 26 undergraduate international students from a higher education institution who attended a persuasive speaking skills workshop in Perlis, Malaysia. The findings revealed that when speaking to a friend, female participants used logical appeals with indicative moods and negative politeness strategies. When addressing a boss, they shifted to credibility appeals with indicative moods, accompanied by positive politeness strategies. Male participants, on the other hand, often employed credibility appeals with indicative moods and positive politeness strategies when communicating with a friend. When addressing a boss, emotional appeals are employed through

both bald-on-record and off-record strategies, as well as imperative moods. While these results suggest that female and male speakers integrate distinct choices of politeness approaches and mood in different persuasive appeals when persuading in contexts given, the politeness strategies commonly employed by the male participants when speaking to a person of higher social status were rather unexpected. Some respondents' choices of words also indicated that they were not sure what persuasion means. Future studies can investigate non-native English speakers' understanding of persuasion and explore how ESL/EFL speakers use politeness strategies and mood to construct persuasive appeals in professional contexts.

Keywords: gender, Aristotelian persuasive appeals, politeness strategies, grammatical mood, social power

INTRODUCTION

Persuasion is “a deliberate attempt to influence, reinforce, or change the thought or behavior of others” (Koch & Schmitt, 2024, p. 132) and persuasive communication is an essential skill in both academic and everyday interactions (Almahasees & Mahmoud, 2022). It serves as a key tool for influencing the beliefs, attitudes, and behaviors of others through strategic language choices (Peng et al., 2024). To persuade effectively, speakers must be aware of their audience, the social context, and the power dynamics involved (Alkhawaldeh, 2021; Chen et al., 2021). As a result, Aristotle’s rhetorical appeals, such as logos, ethos, and pathos, have remained central to understanding how language can influence the audience (Alkhawaldeh, 2021; Chen et al., 2021). Logos appeals to rationality by presenting facts and evidence, ethos builds trust by demonstrating authority and expertise, while pathos elicits emotional responses to strengthen connection and impact (Almahasees & Mahmoud, 2022; Braca & Dondio, 2022). These appeals are widely applied across contexts such as education, politics, and business (Peng et al., 2024).

However, the effectiveness of persuasion depends not only on rhetorical content but also on how it is delivered within social and interpersonal contexts (Mohamad, 2022). In this regard, Brown and Levinson’s (1978) Politeness Theory explains how speakers manage interpersonal relationships by employing appropriate strategies, particularly when adapting to social power dynamics (Sembiring et al., 2023). The selection of these strategies often depends on the power relationship between interlocutors, their familiarity, and the social norms surrounding the interaction (Ali, 2023). Furthermore, the speaker’s choice of grammatical mood has a significant

role in conveying assertiveness and the underlying social intent of a message (Hu & Zhou, 2024). According to Setiawan et al. (2021) and Alisoy (2023), by using grammatical moods strategically, speakers can express confidence or deference depending on the power dynamics involved. For example, declarative moods are used to construct logical arguments, thereby enhancing the overall persuasiveness of the message (Setiawan et al., 2020).

While previous studies have explored persuasive appeals, politeness strategies, and grammatical moods as individual components of communication, there remains limited research on how these elements function collectively within persuasive discourse. Moreover, much of the existing research on persuasion, politeness, and grammatical structures has primarily focused on formal and structured contexts such as speeches, debates, or academic writing (Almahasees & Mahmoud, 2022; Alkhawaldeh, 2021). It is noticed however, that less attention has been given to spontaneous or semi-structured persuasive communication, especially within interpersonal scenarios involving everyday social roles, such as peer relationships or hierarchical interactions. Additionally, demographic factors such as gender and persuasive discourse, particularly within contexts involving social power dynamics, remain underexplored. Therefore, this study investigates how non-native female and male speakers of English use Aristotelian persuasive appeals along with politeness strategies and grammatical mood when addressing a friend and a workplace authority within social English communication contexts.

LITERATURE REVIEW

Aristotelian Persuasive Appeals

Persuasion is a fundamental aspect of communication that influences individuals' attitudes, beliefs, and behaviours (Peng et al., 2024). The foundation of persuasive theory can be traced back to the ancient Greek philosopher Aristotle, who introduced the concept of rhetorical appeals in his seminal work, *Rhetoric* (Jalilifar et al., 2021). According to Aristotle, effective persuasion relies on three key strategies: **logos** (logical reasoning), **pathos** (emotional appeal), and **ethos** (the speaker's credibility). These three modes of persuasion, known collectively as Aristotelian appeals, serve as essential tools in shaping audience perception and motivating action (Alkhawaldeh, 2021; Chen et al., 2021). In modern communication studies, persuasive strategies are defined as linguistic and rhetorical techniques used to convince an audience to adopt a particular viewpoint or take a specific action (Alkhawaldeh, 2021; Chen et al., 2021). These

strategies are widely applied across various contexts, including political speeches, advertising, academic writing, and interpersonal communication (Almahasees & Mahmoud, 2022; Braca & Dondio, 2022; Kumar et al., 2023). As noted by Alkhawaldeh (2021) and Chen et al. (2021), the Aristotelian framework continues to influence contemporary rhetorical studies and remains a relevant tool for analyzing both spoken and written discourse.

Recent studies have examined the use of persuasive appeals in gendered communication. For instance, Katamba (2022) analyzed Ellen Johnson Sirleaf's political speeches and found a frequent reliance on logos, highlighting the persuasive power of logical reasoning and factual data among female leaders. Similarly, Hlail (2025) observed that Hillary Clinton's speeches are often characterized by structured and logical flow, reinforcing the role of logos in female public discourse. In contrast, male speakers have been observed to employ a more dynamic mix of persuasive appeals, often adjusting their strategies based on the communicative context and target audience. Mohamad (2022) noted that pathos appeals are particularly effective in persuasive speeches, advertisements, and personal narratives aimed at inspiring or evoking emotional responses. This aligns with Alkhawaldeh's (2023) findings that pathos is commonly employed in political discourse and media, where emotional arousal is essential for shaping public opinion or mobilizing support. In their analysis of gendered political rhetoric, Al-Natour et al. (2025) found that Joe Biden's speech at COP27 leaned heavily on emotional and credibility-based appeals, while Derki (2022) observed that both Biden and Trump frequently relied on pathos and ethos during their 2020 campaigns, with logos playing a less dominant role. These patterns suggest that male political figures may prioritize emotional and ethical appeals, especially in high-stakes or public-facing contexts, to connect with audiences and establish trust (Al-Natour et al., 2024; Derki, 2022). Nevertheless, these studies did not examine how English speakers of different genders construct their speech using the three appeals alongside politeness strategies to achieve persuasive goals in different social power contexts.

Brown and Levinson's Politeness Theory

Brown and Levinson's (1978) politeness theory is a widely used framework for analyzing pragmatic competence in communication (Aporbo, 2022). It is based on the concept of face, which refers to an individual's self-image in social interactions (Onebunne & Ugwumba, 2024; Sembiring et al., 2023). Sembiring et al. (2023) mentioned that the politeness strategies help

reduce face-threatening acts (FTAs) that may harm an interlocutor's positive or negative face. Additionally, Latrech and Alazzawie (2022) explained that positive politeness strategies aim to establish solidarity and rapport, while negative politeness strategies focus on minimising imposition. In addition to positive and negative politeness, Brown and Levinson also proposed bald on-record and off-record strategies, which speakers may opt for depending on the context and the degree of directness needed (Aporbo, 2022; Khamdamovna, 2024). Studies by Ba and Ahn (2024); Jiang (2023) and Toy (2024) suggested that male speakers, if compared to female, typically favour direct language to convey authority. Research in this area has extensively examined how these strategies vary across cultures, gender, and levels of social distance (Ali, 2023; Toma, 2024; Wijayanti et al., 2021). That said, these studies did not examine how non-native female and male English speakers choose and adapt politeness strategies when managing face-threatening acts and delivering persuasive appeals within contexts of different social powers.

To add, given its emphasis on face and social dynamics, politeness theory has been widely applied to analyze communication practices in various real-world contexts (Aporbo, 2022). Many researchers have applied politeness theory across diverse communication contexts, including academic discourse (Aporbo, 2022; Onebunne & Ugwumba, 2024; Sembiring et al., 2023), workplace communication (Shen, 2023; Wijayanti et al., 2022) and service encounters (Ali, 2023; Latrech & Alazzawie, 2022). Although politeness has been widely studied in formal contexts, limited research has explored how these strategies function in informal persuasive interactions, particularly where power dynamics and relational distance shift. For instance, Scollan et al. (2011, as cited in Hofweber & Jaworska, 2022) emphasized that status and power play a more prominent role in organizational settings than in informal encounters. In workplace hierarchies, such asymmetries shape communication patterns, with lower-status employees typically expected to use more indirect forms of negative politeness when addressing superiors. Similarly, Vlasenko and Mastruk (2023) found that aspiring managers use politeness strategies to ease social tensions and maintain professionalism, further highlighting the influence of hierarchical structures on language use. These studies offer valuable information on how politeness strategies are used in contexts involving social powers. More information on how non-native English speakers adjust their politeness strategies and grammatical moods based on the persuasive appeals used in such contexts would be enlightening.

Grammatical Moods

Grammatical moods serve as essential linguistic resources in shaping discourse, allowing speakers to express intentions, manage interpersonal interactions, and structure arguments effectively (Hu & Zhou, 2024; Rustipa et al., 2023). According to Fahnestock's rhetorical style, traditional classifications of moods include indicative, imperative, interrogative, exclamatory, and subjunctive, each fulfilling different communicative functions (Hu & Zhou, 2024; Salman & Salih, 2022). However, research suggests that mood selection is highly adaptable, often influenced by linguistic choices, social expectations, and cultural influences (Alisoy, 2023). Further studies are needed to examine how grammatical moods are used by speakers of different genders to achieve persuasive communication goals in social power contexts.

METHODOLOGY

This study explored how non-native English speakers integrated persuasive appeals, politeness strategies, and grammatical moods in interpersonal communication with friends and superiors within English communication contexts. A Discourse Completion Task (DCT) was used to collect participants' responses in two social contexts; to a friend and to a boss interaction. A total of 26 international undergraduate students from a public higher education institution in Perlis, Malaysia, participated in this study. There were 8 females and 18 male students from Malaysia, Nigeria, Cambodia, Mali, and the Philippines. The questionnaire was distributed via Google Forms before a persuasive speaking strategies workshop. Participants were instructed to respond to each prompt based on what they would genuinely say in the given situation. Next, the collected data were analyzed in two stages. First, quantitative analysis was performed to determine the frequency and distribution of persuasive appeals (ethos, logos, pathos), politeness strategies, and grammatical moods based on gender and social power contexts. Then, a qualitative content analysis explored how students constructed persuasive discourse through politeness strategies and grammatical mood in their responses.

FINDINGS AND DISCUSSION

Persuasive Appeals usage among genders

In general, it is observed that female participants gave shorter statements than male participants in both communication contexts. It needs to be mentioned here too that even though there were persuasive appeals used, some statements made by both female and male participants were

pragmatically incorrect, where the statements given were not with the intention to influence, change the thought or behaviour of the intended audience, which in this case was a friend and a boss.

The distribution of the three persuasive appeals based on Aristotle's rhetorical theory among female and male participants' persuasion in friend-related contexts is illustrated in Table 1. In detail, female participants used two types of appeals with logos (49.82%) and pathos (37.45%), while no instances of ethos were observed (0%). This indicates that logos and pathos were the most preferred persuasive strategies among female participants when persuading a friend. In contrast, male participants employed all three appeals, with ethos being the most dominant (100%), followed by pathos (62.55%) and logos (50.18%). When persuading a boss, female participants relied heavily on ethos (80.65%), followed by logos (53.05%) and pathos (17.01%), was the least. In contrast, male participants showed a significantly higher percentage of pathos use (82.99%), followed by logos (46.95%) and ethos (19.35%).

Table 1: Average Aristotle Persuasive Appeals Usage per Person by Gender in in Two Different Social Power Contexts

No	Types of Persuasive Appeals	Persuading A Friend		Persuading A Boss	
		Percentage of Persuasive Appeals Used (%)			
		Female	Male	Female	Male
1	Logos	49.82	50.18	53.05	46.95
2	Ethos	0	100	80.65	19.35
3	Pathos	37.45	62.55	17.01	82.99

These results suggest that female participants tend to prioritize logical reasoning and factual content as the foundation of their persuasion efforts, complemented by emotional sensitivity when addressing friends. While with workplace authority, female has the tendency to emphasize credibility and trustworthiness in persuasion. Significantly, male participants demonstrated a consistently high frequency of emotional appeals (pathos) in both contexts, when addressing friends and authority figures, marking a deviation from conventional gendered communication patterns that associate emotional expressiveness with female speakers. Examples of persuasive appeals used by both genders in two different contexts can be seen in Table 2.

Table 2: Examples of Aristotle Persuasive Appeals Used by Gender Across Two Social Power Contexts

		Persuading A Friend	Persuading A Boss
Female	Logos	<i>"no to eat more for pizza and pasta in a week "</i>	<i>"It is time to breakfast..Let's me buy your coffe and nasi lemak. "</i>
	Ethos		<i>"Boss, i love coffee and nasi lemak too."</i>
	Pathos	<i>"So yummy!"</i>	<i>"Bos, nasi lemak look so yunmy."</i>
Male	Logos	<i>"Is allowed to eat pizza and pasta but not all the time."</i>	<i>"Therefore, I encourage to minimize your coffee consumption in order to improve your health."</i>
	Ethos	<i>"Oh nice, I love pizza too."</i>	<i>"I would say I like coffee and nasi lemak "</i>
	Pathos	<i>"could you try nasi kandar it's one the best dishes, in fact it's good and delicious. "</i>	<i>"Since you love coffee and nasi lemak, how about we go dinner to that cafe"</i>

The findings that female participants prefer the use of logos support Hlail (2025). Meanwhile, the high use of emotional appeals by male participants in both communication contexts corroborates the findings reported by Al-Natour et al., 2024 and Derki (2022).

Politeness Strategies in Persuasive Appeals

Table 3 shows that in the friend-related context, female participants applied politeness strategies most frequently when delivering logos, with negative politeness being the most common (46.34%), followed by positive politeness (36.21%). When delivering ethos, no politeness strategies were identified. In contrast, within pathos, bald-on-record strategies were the most prominent (100%), followed by positive politeness (28.13%). For male participants, politeness strategies when delivering logos were also high, like the female, but it is dominated by bald-on-record (100%), followed by positive politeness (63.79%) and negative politeness (53.66%). They also used positive politeness in ethos (100%), which female participants did not. Different use of positive politeness (71.88%), negative politeness (100%), and bald-on record when using emotional appeals or pathos is also seen.

Table 3: Percentage of Politeness Strategies Used in Aristotle Persuasive Appeals by Different Gender Toward a Friend

No	Types of Politeness Strategies	Logos		Ethos		Pathos		TOTAL
		Percentage of Politeness Strategies Used (%)						
		Femal e	Male	Femal e	Mal e	Femal e	Male	
1	Positive Politeness	36.21	63.79	0	100	28.13	71.88	100
2	Negative Politeness	46.34	53.66			0	100	
3	Bald-on Record	0	100			100	0	
4	Off-Record							

Moving on, Table 4 presents the findings on the percentage of politeness strategies used in Aristotle persuasive appeals by different genders directed at a workplace authority. Female participants show high use of politeness strategies when delivering logos, with negative politeness being the most frequent (69.44%), followed by bald-on-record (64.10%) and positive politeness (33.33%), and when building ethos, positive politeness was observed (80.65%). Low use of negative politeness (31.71%) and positive politeness (12.02%) is seen in statements with pathos.

Like the female participants, male participants exhibited a high frequency of politeness strategies within their logs, but with off-record strategies being mostly used (100%), followed by positive politeness (66.67%), bald-on-record (35.9%), and negative politeness (30.56%). A lower percentage of positive politeness is, however, used when delivering ethos as a persuasive appeal (19.35%). When they use pathos, male participants employed all politeness strategies at higher percentages than females, with bald-on-record and off-record strategies both occurring at 100%. Positive politeness was also notably frequent (87.98%), as was negative politeness (68.29%).

Table 4: Percentage of Politeness Strategies Used in Aristotle Persuasive Appeals by Different Gender Toward a Boss

N o	Types of Politeness Strategies	Logos		Ethos		Pathos		TOTAL
		Percentage of Politeness Strategies Used (%)						
		Femal e	Male	Femal e	Male	Femal e	Male	
1	Positive Politeness	33.33	66.67	80.65	19.35	12.02	87.98	100
2	Negative Politeness	69.44	30.56			31.71	68.29	

3	Bald-on Record	64.1	35.9		0	100	
4	Off-Record	0	100		0	100	

Overall, the patterns shown in both social power contexts suggest that politeness strategies are mostly used when delivering facts or logical appeals. The high use of positive politeness among males shows that they have a higher tendency to establish solidarity and rapport when delivering logic and emotions. The female participants, however, seem to be very tactful when mentioning credibility to a boss if compared to the male participants. The very much higher percentage of bald on record strategies employed by male participants when communicating in both contexts aligns with Ba and Ahn (2024); Jiang (2023) and Toy (2024), who suggested that male speakers if compared to female, typically favour direct language. However, the consistent use of bald on-record (100%) and off-record (100%) strategies by male participants when expressing logic and emotions to a workplace authority, along with the high percentage of bald on-record use by female participants (64.1%) in the same social power context, suggests a possible lack of sensitivity to relational dynamics and power hierarchies. This pattern may also reflect limited language proficiency among the non-native speakers, potentially affecting their ability to convey logos and pathos without risking offense. These findings indicate the need for further investigation.

Table 5 presents examples of how politeness strategies are used in the three rhetorical appeals by both genders across two different contexts.

Table 5: Examples of Politeness Strategies in Logos, Ethos, and Pathos by Gender Across Two Social Power Contexts

			Persuading A Friend	Persuading A Boss
Female	Logos	Positive Politeness	<i>"This is very cheap and easy"</i>	<i>"because my lovely boss like it"</i>
		Negative Politeness	<i>"That pizza you can eat but also you cannot eat to much"</i>	<i>"The nasi lemak if you take so many times, it will make you sick especially for your heart."</i>
		Bald-on Record		<i>"No eat more because not healthy for every day."</i>
	Ethos	Positive Politeness		<i>"Boss, i love coffee and nasi lemak too."</i>
	Pathos	Positive Politeness	<i>"This Pizza and pasta very delicious should you to buy it"</i>	<i>"Bos, nasi lemak look so yummy."</i>

		Negative Politeness	<i>"No to eat more for pizza and pasta in a week"</i>	<i>"It is not good for your body. its is because you are to old to drink the coffe everyday..."</i>
		Bald-on Record	<i>"Why you loves to eat this:?"</i>	<i>"Can you get it:?"</i>
Male	Logos	Positive Politeness	<i>"T hear their pizza and pasta was so nice and cheap too."</i>	<i>"because I know you're a huge fan of both coffee and nasi lemak,"</i>
		Negative Politeness	<i>"It's the perfect opportunity to experience the culture, the flavors, and even learn how to make them yourself."</i>	<i>"Therefore, I encourage to minimize your coffee consumption in order to improve your health. Thank you."</i>
		Bald-on Record	<i>"But, it not healthy to eat everyday because it fast food."</i>	<i>"We need to eat breakfast everyday because it good for our healthy."</i>
		Off-Record		<i>"One the healthy food to eat every morning is nasi lemak and drinking coffee."</i>
	Ethos	Positive Politeness	<i>"Oh nice, i love pizza too."</i>	<i>"I would say I like coffee and nasi lemak."</i>
	Pathos	Positive Politeness	<i>"Pasta and pizza is a very delicious food in this world and everyone like to eat it..."</i>	<i>"Because you love coffee and nasi lemak."</i>
		Negative Politeness	<i>"However, while you like to consume pizza day and night, I want to encourage to bring your pizza consumption to end!"</i>	<i>"What if we started a weekly 'Coffee and Nasi Lemak Break' for the team:?"</i>
		Bald-on Record		<i>"Try this and you'll always thank me."</i>
		Off-Record		<i>"The pairing is ideal—just picture beginning your day with a platter of properly cooked nasi lemak and that thick, fragrant coffee."</i>

Grammatical Moods in Persuasive Appeals

Table 6 reveals that in the friend-related context, all grammatical moods were largely used by both genders when delivering logical and emotional appeals, indicating rich and varied usage of expressions by both genders when persuading a friend. To deliver facts, female participants predominantly used the subjunctive mood (100%), followed by the imperative mood (31.71%) and the indicative mood (35%). Males, on the other hand, prefer to deliver their logical appeals using interrogative mood (100%), exclamatory mood (100%), imperative mood (68.29%), and indicative mood (65%). They also use the indicative mood (100%) to show their credibility, while for this appeal, no grammatical moods were applied by female participants. When delivering pathos or emotional appeals, males applied all moods with the subjunctive mood being most frequently used (100%), followed by the exclamatory mood (79.37%), the indicative mood (76.85%), and the interrogative mood (75%). Unlike the males, females deliver their emotional appeals with the highest occurrence of imperative mood (81.97%), followed by the interrogative mood (25%) and the indicative mood (23.15%).

Table 6: Percentage of Grammatical Moods Use by Gender in LEP-Based Persuasion Toward a Friend

N o	Types of Grammatical Moods	Logos		Ethos		Pathos		TOTAL
		Percentage of Politeness Strategies Used (%)						
		Femal e	Male	Femal e	Mal e	Femal e	Male	
1	Indicative	35	65	0	100	23.15	76.85	100
2	Imperative	31.71	68.29			81.97	18.03	
3	Interrogative	0	100			25	75	
4	Subjunctive	100	0			0	100	
5	Exclamatory	0	100			20.63	79.37	

In a situation where there are communication with a workplace authority, females reduce the use of exclamatory mood to none when persuading a boss (0%), while the males still use them a lot when delivering emotional appeals (100%), indicating that they express their attitude more than the females. High usage of indicative mood in logos (51.46%) and ethos (80.65%) among females shows that they were more factual when persuading a boss, compared to male participants who use emotion-related statements (87.31%) in the same context. Female were also giving more logic related instructions or motivations as the imperative moods used in logos was high (69.09%) while the males were using more emotion related instructions or motivations

(100% in pathos). The males were also asking more logic and emotion related questions as strategies to persuade the boss when their interrogative moods were 100%, 79.37% respectively, compared to the females, who used zero to 20.63%.

Table 7: Percentage of Grammatical Moods Use by Gender in LEP-Based Persuasion Toward a Boss

No	Types of Grammatical Moods	Logos		Ethos		Pathos		TOTAL
		Percentage of Politeness Strategies Used (%)						
		Female	Male	Female	Male	Female	Male	
1	Indicative	51.46	48.54	80.65	19.35	12.69	87.31	100
2	Imperative	69.09	30.91			0	100	
3	Interrogative	0	100			20.63	79.37	
4	Subjunctive							
5	Exclamatory					0	100	

Male participants' choices of grammatical mood when persuading a workplace authority prove that they are not always direct in their speeches. They can frame their persuasion through questions, indicating a more cooperative and emotionally attuned approach to authority. Further explorations can be done to find out if the mood selections made by females and males when using logos, ethos, and pathos are related to social expectations and cultural influences as mentioned by Alisoy (2023). Examples of grammatical moods applied in the three persuasive appeals are seen in Table 8.

Table 8: Examples of Grammatical Moods in Logos, Ethos, and Pathos by Gender Across Two Social Power Contexts

			Persuading A Friend	Persuading A Boss
Female	Logos	Indicative	"This is very cheap and easy "	"Coffee have a good nutrition for body"
		Imperative	"Let's go to buy pizza and pasta."	
		Interrogative		
		Subjunctive	"That pizza you can eat but also you cannot eat to much"	
	Ethos	Indicative		"Boss, i love coffee and nasi lemak too."
	Pathos	Indicative	"This Pizza and pasta very delicious"	"Bos, nasi lemak look so yummy."

Male		Imperative	<i>"Hai Fiza, lets go eat Pizza and Pasta."</i>	
		Interrogative	<i>"Why you loves to eat this?"</i>	<i>"Can you get it?"</i>
		Subjunctive		
		Exclamatory	<i>"So yummy!"</i>	
	Logos	Indicative	<i>"But, it not healthy to eat everyday because it fast food."</i>	<i>"This food made of special ingredients that come from the northern region of Malaysia, Kedah."</i>
		Imperative	<i>"Therefore, I urge you to at least minimize your pizza consumption and subsequently stop it."</i>	<i>"Therefore, I encourage to minimize your coffee consumption in order to improve your health. Thank you."</i>
		Interrogative	<i>"They're known for their authentic wood-fired pizzas and fresh handmade pasta. What do you think?"</i>	<i>"But do you know that coffee contains caffeine? Do you know that caffeine is addictive?"</i>
		Subjunctive		
		Exclamatory	<i>"Who knows, you might just discover a new passion!"</i>	
	Ethos	Indicative	<i>"Oh nice , i love pizza too."</i>	<i>"I would say I like coffee and nasi lemak."</i>
	Pathos	Indicative	<i>"Pasta and pizza is a very delicious food in this world and everyone like to eat it..."</i>	<i>"Because you love coffee and nasi lemak."</i>
		Imperative	<i>"After this, let's go eat pizza together,"</i>	<i>"I urge you to try tea O ice once then you won't wait to drink it many times"</i>
		Interrogative	<i>"You know how much you love pizza and pasta, right?"</i>	<i>"What if we started a weekly 'Coffee and Nasi Lemak Break' for the team?"</i>
		Subjunctive	<i>"Imagine going on a trip to Italy, where you can taste the most authentic versions of your favorite food."</i>	

		Exclamatory	<i>"It's actually pretty fun and rewarding!"</i>	<i>"Boss, I know how much you enjoy your coffee and nasi lemak, and they're definitely great treats!"</i>
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CONCLUSION

This study aimed to investigate how non-native male and female English speakers integrate persuasive appeals, politeness strategies, and grammatical moods in interpersonal communication across different social power contexts. The findings highlight that when communicating in two social power contexts, the selection of persuasive appeals, politeness strategies, and grammatical moods differ across genders. When persuading friends, female participants predominantly employed logos in peer-related interactions, using negative politeness strategies and imperative moods. Male participants, on the other hand, displayed a notable preference for ethos in peer contexts, integrating positive politeness and indicative mood to build credibility and connection.

When addressing authority figures, females shifted to ethos, supported by positive politeness strategies and indicative mood, while males relied more heavily on pathos, combining both bald-on-record and off-record politeness strategies with interrogative mood, possibly to assert emotional connections while managing social power distance. These findings indicate that while females exhibited a tendency toward structured and respectful persuasion, males adopted more emotionally and relationally driven approaches.

Serendipitous findings, such as different lengths and pragmatically incorrect statements delivered between the two genders, suggest the need to increase the knowledge of persuasive speaking skills among non-native speakers of English. Future studies can also explore persuasive language patterns across broader linguistic and cultural settings, or in digital communication environments, to further understand the evolving nature of persuasion in global ESL contexts.

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