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# HOW NOT TO EMULATE AWOLOWO: PERSUASIVE STRATEGIES USED AS DISCOURSE CUES IN FELA DUROTOYE'S MOTIVATIONAL SPEECH

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## ABSTRACT

*Motivational speech is an overt psycholinguistic communicative discourse which is embedded with diverse human emotionally inspiring linguistic cues. Existing studies on public discourse have not sufficiently examined how persuasive strategies function as linguistic therapeutic cues through which discourse recipients' minds are motivated. Therefore, this study investigates the discourse persuasive strategies employed by Fela Durotoye to motivate his audience in his speech: How not to emulate Awolowo. This selection is based on the copious persuasive strategies embedded in Fela Durotoye's motivational speech delivered at the 2014 edition of The Obafemi Awolowo Annual Public Lecture in Lagos, Nigeria. Aristotelian rhetoric strategies of ethos, pathos and logos served as the framework. Analysis was done through a descriptive qualitative method which allowed us to provide verifiable explanation of what and how persuasive strategies are used in the speech. The analysis revealed that the speaker effectively engages ethos, pathos and logos for the purpose of persuasion. Ethos is achieved through the sharing of the speaker's life experience, reference to events and well-known icons, by showing his credentials as a well-informed researcher. He creates awareness, loveliness and friendliness. Pathos occurs as he engages audience's emotion through narrativisation, repetition, rhetorical questions, etc. Logos is established by giving some logical evidences, imagery, imperatives, parallelism and negative structures. The study concludes that persuasive strategies are the backbone of a successful motivational speech, as Durotoye has established his credibility, connected emotionally to his audience by harnessing the power of ethos, pathos and logos.*

**Keywords:** Motivational speech, Persuasive discourse, Ethos, Pathos, Logos.

## INTRODUCTION

Persuasion is not only considered an essential tool in achieving the power of a speaker, it is important for its prominent role in being the goal of any public speech. It is a psycholinguistic communicative strategy used to arrest and influence the emotion and attitude of listeners (Safirah, 2021). Achieving persuasive communication involves the employment of various levels of rhetorical strategies, such as repetition, specifics, simplification, polarization, intensification, etc. A communicative context can be considered persuasive when the author delivers a speech intended to elicit particular behaviours or influence the perspectives of the listener (or an audience). The fundamental functions of persuasion encompass shaping the listener's consciousness, worldview, and imagination through linguistic means, as well as prompting them to take specific actions, ultimately guiding their behaviour in the desired direction for the speaker.

People can use different means, including force, authority or other techniques, to get others to do what they want them to do. However, making people do something and having them like it at the same time requires some skills, finesse and strategies. Persuasive discourse strategies, such as in a motivational or public speaking, are a way to provoke people to willingly do what the speaker

desires. As Simons (2001:7) defines it, persuasion is a “human communication designed to influence the autonomous judgments and actions of others.” Persuasion is a form of attempted influence in the sense that it seeks to alter the way to think, feel or act, and it differs from other forms of influence. In persuasive discourse, speakers make use of certain discourse and rhetorical strategies/devices in conducting their speech to appear persuasive.

According to Eldin (2014), a persuasive speech achieves power, influence and dynamism. However, in some cases, it is not sufficient to study the speaker’s task, as persuasion is a transactional process that involves both the speaker and the audience. Lakoff (1982:43) defines persuasive discourse as the “nonreciprocal attempt or intention of one party to change the behaviour, feelings, intentions or viewpoints of another by communicative means”. Dainton (2004) posits that persuasion is not accidental, nor is it coercive, but rather it is inherently communicational. Thus, in addition to the purely content-related features of communication, the discursive context of utterances plays a central role. This is because communication depends not only on the meaning of words in an utterance, but also on the intention communicated and the strategies employed in achieving it.

A motivational speech is an example of persuasive discourse. The common goal of motivational speeches is to influence the audience’s view on a certain subject –whether that means changing their opinion completely or simply strengthening an already existing view. According to Simons, Morreale and Gronbeck, (2001), the success of a motivational speech is seen when it leads to attitude change that fosters personal or professional growth in the audience.

Persuasion is achieved through certain discourse strategies which Kerraf (2004) sees as an art of communication with the intention to assure someone to do something appropriate with the speaker’s purpose for this moment or present time. Language is a great persuasive tool in the hand of a speaker who knows how to use it, as expensive special effects are tools in film industries or motion picture arts for influencing audience’s action and behaviour.

Approaches to studying persuasive discourse have been from the viewpoints of psychological and social credibility theories including Hovland’s (1980) Social Judgment Theory, the Elaboration Likelihood Model (Petty and Cacioppo 1986), Cognitive Dissonance (Festinger, 1957, 1962), and the Narrative Paradigm (Fisher, 1984). Social Judgment Theory proposes that persuaders must carefully consider the pre-existing attitudes an audience might hold about a topic before crafting a message. True persuasion can only occur, according to this theory, if the message you send is in an individual’s latitude of non-commitment or at the edges of his/her latitude of acceptance (Miller, 2002). Cognitive Dissonance Theory is an aversive motivational state that occurs when an individual entertains two or more contradictory attitudes, values, beliefs, or behaviours simultaneously. Others include Aristotelian rhetoric strategies of ethos, pathos and logos, critical discourse analysis, speech act and stylistics.

Previous linguistic studies on persuasive discourse have engaged public speeches of popular political figures, political campaign speeches, national day addresses, religious leaders’ speeches, argumentative essays or debates, advertorials, as well as commercials to a very great extent. Such studies include Obeng (1997), Clausen (2001), Hardin (2010), Adeyemi and Gbadeyan (2010), Alo (2012), Ismail (2012), Metsamaki (2012), Zamanian (2014), Mehdi and Ali (2015) and Kahari (2014), Klinogo & Angmorteh (2016) Hariati, Pulungan and Husein (2020), Alim and Assidik (2023), Wisasongko, Zahrotul and Hadi (2023) among others. However, unlike these public speeches, the genre of persuasive discourse called motivational speech, such as delivered at seminars, conferences and summits by public orators, life coaches, business mentors and inspirational speakers, has not been given adequate scholarly attention. More specifically, despite the fast increasing number of Nigerian motivational speakers, their speeches have not been brought to scholarly limelight. This study, therefore, is designed to examine the persuasive

discourse strategies employed in Fela Durotoye's speech: *How Not to Emulate Awolowo*, using the Aristotelian theory of persuasion with a view to highlighting how the speaker deploys linguistic resources to achieve ethos, pathos and logos to persuade his audience.

### **Studies on Persuasive Discourse**

Horváth (2006) examines the persuasive strategies of President Obama's public speaking as well as the covert ideology of the same, in his inaugural address is from critical discourse analytical frame of Fairclough's (1995). Metsamaki (2012) investigates the use of persuasive strategies in multinational university students' EFL debate, in which a group of multinational students had to act out the roles of proponents and opponents in debates. Following the principles of Aristotelian rhetoric, Metsamaki discovers that the students are able to use rhetorical devices to express ethos, pathos and logos in their argumentation. Their persuasive strategies consist of restructuring, repetition, questions, appeals, and intonational, assertive use of voice. A comparison of cross cultural differences showed that the non-Finnish students used logical reasoning, restructuring, and appeals more frequently than the Finnish students in their L2 debating.

In Alo (2012), the political speeches of prominent African leaders are analysed with a view to seeing how African leaders persuade the African people on the expediency of various political and socio-economic policies and plans that are capable of enhancing African economic recovery and development. The study focuses attention on the rhetorical and persuasive strategies employed in their speeches and the ways and means the political leaders seek to achieve their goals. Aristotelian rhetoric with an adaptation of Fairclough's socio-semiotic model of critical discourse analysis (CDA) is adopted. Results reveal that strategies like greetings, use of pronouns, contrasts and modality are employed for persuasion.

In Zamanian (2014), a contrastive study of rhetorical differences between Persian and English "For Your Information" (FYI) letters is carried out, investigating how information is presented in business correspondence and what rhetorical strategies are used to illicit compliance by a given readership in a given culture. The results reveal that Persian letters share some similar persuasive discourse strategies with English letters. Moreover, differences in communication patterns between these letters were identified.

Also, Emmanuel (2015) analyses critically the inaugural speech of President Muhammadu Buhari which was delivered shortly after his swearing into office on the 29<sup>th</sup> May, 2015. The study employing Norman Furlough's three dimensional analytical models, subjects the speech to description (text analysis), interpretation (processing/ analysis) and explanation (social practice and analysis). It is discovered that the inaugural speech is a revelation of plans and hopes in the new government, and the ideologies/plans on which the new government headed intends to operate.

Nasruddin (2016) analysis the persuasive techniques in Apple Inc. adverts. It is found that six elements of persuasive techniques were used by the advertiser; there are rationalisation, identification, suggestion, conformity, displacement and projection. Moreover, the advertisers often used and emphasised projection techniques.

Similar to the present study, Safirah (2021) investigates the persuasive strategies used by Nick Vujicic, an Australian American Christian evangelist and motivational speaker who has a disorder characterised by the total absence of arms and legs. He has chosen to motivate and inspire other people through speeches about his life. The study employs the Aristotle's theory of persuasive strategy (Ethos, Pathos, and Logos) to provide a descriptive qualitative framework for the analysis. The research design of this research is descriptive qualitative method. The result reveals that Nick Vujicic applies all the three strategies to persuade his viewers. All these studies show

that persuasion is important in every communicative endeavour, and speakers use certain persuasive strategies to achieve their communicative goal of persuasion. Therefore, studying the rhetorical strategies employed in motivational speech context which has persuasion as its explicit goal must not be strange to persuasive discourse.

## **THEORETICAL FRAMEWORK**

### **Aristotelian Rhetorical Strategies**

The study of persuasive speaking primarily involves an exploration of the art of rhetoric, as noted by Adegoju (2011). Aristotle, in his definition of rhetoric, describes it as the ability to discern the potential methods of persuasion. According to Aristotle, persuasion in a speech can be achieved through the character of the speaker (ethos), the emotional state of the audience (pathos), or the logical arguments presented in the speech (Rapp, 2002).

Ethos is the credibility that the motivational speaker establishes with his audience (Eldin, 2014). Speaker's credibility is an important element in persuasion because the audience's acceptance of the projected belief or ideology depends on the audience's acceptance of the speaker's personality. According to Berko and Wolvin (1989:469), elements like "speaker's occupation, personal looks, respect for others, general expertise, knowledge of the problem" contribute to establishing the speaker's credibility.

Pathos relates to emotional appeals and strategies used to evoke specific emotions in the audience. A motivational speaker uses language to trigger sympathy, fear, anger or other emotional responses in the audience. This strategy is employed to urge the listeners to believe in the proposed ideas as it appeals to their emotional and psychological motives. A successful persuasion needs emotional appeals both towards audience and topic. Emotional engagement can be created by a variety of linguistic means, the right language choice, and through imagination (Cockcroft, 2005:17). Linguistically, a speaker can create a deep emotional connection that motivates and inspires his audience through storytelling, citing relatable examples, visual imagery, metaphors and analogies as well as tone of voice.

Logos is a persuasive strategy employed to convince the audience through rational argumentation and logical presentation of facts, data, and logical reasoning. In essence, it appeals to the intellect and rationality of the audience. As Berko and Wolvin (1989:474) assert, the effective speaker should remember that all factors in the persuasive situation ought to be centred on the audience and that an audience is influenced by clarity of ideas, vividness of language, for example, and specifics that illuminate the reasons for the chosen solution. In many contexts, it has been defined as plea, arguments leading to a conclusion, thesis, reason or ground of argument, inward debate, speech, and verbal expression (Cockcroft, 2005:17).

Building on Aristotle's concept of rhetoric, Campbell (1997) developed the traditional rhetoric, which approaches persuasion from an ontological standpoint, asserting that humans are both capable of and susceptible to persuasion due to their inherent logical reasoning abilities. Traditional rhetoric posits that, by their natural disposition, individuals can reason through the choices presented to them. By emphasizing reason, traditional rhetoric argues that the audience is not merely a passive entity controlled by the speaker; instead, true persuasion relies on the audience's capacity to conceptualize alternatives and make judgments based on consistency and validity (Campbell, 1977).

Though, there is a significant criticism that traditional rhetoric may not offer a sufficient foundation for analyzing all instances of persuasive language (Lauer, 2004). This argument suggests that persuasion can occur even in situations where logical reasoning may not be applicable. However, we believe that in genuine communicative and intelligent contexts, such as delivering a state of

the nation's address, persuasion necessitates not only reasoning but also the presentation of concrete evidence. In the following section, we present the methodology for the analysis.

## METHODOLOGY

Data for this study were purposively selected and garnered from Fela Durotoye's speech: *How Not to Emulate Awolowo*. The selected speech was downloaded from Youtube, a globally acclaimed media channel, and then transcribed. Additionally, Fela Durotoye's speech was selected because he is a national figure and political stakeholder in Nigeria. Fela Durotoye is the Chief Executive Officer of GEMSTONE Nation Builders Foundation, a leadership development institution with a distinct mandate to raise a generation of leaders that are empowered, motivated and stirred to operate in natural excellence. Durotoye is widely acclaimed as Nigeria's most sought after transformational speaker and his passion for Nigeria has earned him a couple of government appointments (Vanguard, 2023). He is the leading expert in Customer Management and Workforce Activation in Nigeria. He was recognised by the Universal Peace Federation and Youth Federation for World Peace as the United Nations Young Ambassador for Peace. His speech, *How Not to Emulate Awolowo*, was delivered at the 2014 edition of The Obafemi Awolowo Annual Public Lecture in Lagos. The audience in this occasion is comprised of eminent Nigerian political leaders especially who subscribe to the ideology put forward by Awolowo administration under the belief "Awoism". The data has therefore been subjected to discourse analysis.

## ANALYSIS

This section reveals that Durotoye makes use of important rhetoric strategies in his quest of persuading the audience. These are identification strategies, acknowledgement strategies, and language forms such as transitivity and narrative forms as examples to project ethos, pathos and logos in the speech.

### The Speaker's Credibility (Ethos)

The first element of persuasion is the speaker's credibility "ethos." Ethos is the primary element in persuasive speech, i.e. credibility should be achieved first since the recipients tend to accept the message if they accept the speaker. As defined by Aristotle, ethos is the credibility that the author establishes with his audience. This obviously relates to his character and his stance towards the issue he is talking about. Although, there are some elements which could contribute to establishing speaker credibility which could be occupation, personal looks, respect for others, general expertise, knowledge of the problem as proposed by Berko and Wolvin (1989: 469). Durotoye does not explicitly present his credentials in the introduction of his speech, (this is rather done by the moderator of the occasion), he employs certain strategies to establish his credibility, trustworthiness and dynamism. For instance, through a **reference to well-known personalities** such an eminent erudite and an iconoclast, Professor Wole Soyinka and his opinion during his 70<sup>th</sup> birthday enhances the speaker's credibility before his audience:

**Excerpt 1:** *Ten years ago, a gentleman by the name Professor Wole Soyinka celebrated his 70<sup>th</sup> birthday and said something that was shocking to most of the people there. He declared that his generation had become a failed generation, a wasted generation.*

And the one made to Mrs Tokunbo Awolowo Dosumu as still being very part of Awolowo's name portrays him as a good speaker who had made some important researches on the given discourse. He also said in the speech that he had made some findings through reading histories and surfing the internet so as to be able to persuade his audience. He would not have been able to speak assertively, or testify convincingly about a man or an ideology he does not know and to have earned his hearers' applause at the conclusion of the speech. Good speakers are good researchers. This is revealed when he says:

**Excerpt 2:** *To the best of my knowledge and all that I have seen, heard and researched on the internet, everyone Awo met he left better...It was and is still on record that one man created and administered the best civil service in Black Africa. Only the reason why Mrs Tokunbo Awolowo Dosumu is still very part of that name. It is because everywhere she mentions that name doors open.*

It should also be noted here again, as stated in the previous section, that Fela Durotoye is the Chief Executive Officer of GEMSTONE group, a leadership development institution. He earns credibility before his listeners and is able to persuade them when he presents his own life pursuit which he considers nothing different from Awolowo's ideology. He says:

**Excerpt 3:** *I look at the man's life and I see a simple value system that we have to proclaim which to build a generation that is empowered motivated and stirred to operate in natural excellence. Ladies and gentlemen, his life spoke everything inch of these values and I will read them to you.*

Ethos is achieved through *self-acclaimed* assertions that he is a faithful subscriber to the philosophy of Awoism, *reference* to important people, *recount* of the past events, *reference* to his *research and reading* establishing him as well-informed on the topic he is dealing with. Therefore, he presents himself as a factual speaker. In excerpt 2 above, the speaker asserts, "*to the best of my knowledge and all that I have seen, **heard** and **researched on the internet**, everyone Awo met he left better.*"

### **The Appeal to Audience's emotion (Pathos)**

The second element is pathos, which is related to affecting the audience emotionally. This strategy is employed by the speaker to urge the listeners to believe in the proposed ideas. Durotoye does not digress into irrelevant ideas or concepts that are far-fetched to his audience. He knows, speaks and adapts his ideas according to his audience's beliefs and ideology. Since the Annual Public Lecture where the speech was delivered was to celebrate and embrace Obafemi Awolowo and his ideological movement under the belief "Awoism", Durotoye's presentation revolves round the same ideas. Certain strategies are also employed to appeal to the audience's emotion to challenge, amuse, hurt, or to create lasting imageries in their minds. He employs *repetition, questioning, rhetorical questions, analogy, engagement strategy and metaphors* as pathos devices to persuade his audience.

### **Repetition**

He constantly repeats the name of Chief Obafemi Awolowo almost in every paragraph in an attempt to engage the listeners to think what sort of a man was Awolowo and to lay particular emphasis on the issue at hand. While concluding the speech, the repetition of the following lines is to emphasise and reinforce a new attitude that the speaker presents as a better way to emulate Awolowo: "It is not in the shape of the cap; it's in the box. It is not in the size of the shoes; it is: are you walking in Obafemi Awolowo's steps?"

### **Rhetorical Questions**

Rhetorical questions are indirect questions which need no verbal answers but are expected to be pondered upon so as to generate lasting effect in the hearers. Durotoye employs these kinds of questions to challenge and condemn his audience perspectives and attitudes to their profession of being Awoists without imbibing Awolowo's beliefs. See excerpt 4 below.

**Excerpt 4:** *Do we inherit health in our hospital system? Are we given health to what we call health centres now? Didn't we inherit education in our schools? Are we given in the school today? Did we inherit safety in our*

*roads, if not a name of an agency? I am asking when Obafemi Awolowo's generation bestowed to you a nation, do you have light in your bulbs?*

## **Narrativisation**

The speaker through storytelling strategy activates the stored information in the long-term and short-term memories of his audience about some events that had taken place in the country. He narrates the incident that led Prof. Wole Soyinka to run away from Nigeria to seek refuge elsewhere when he was threatened to be killed.

**Excerpt 5:** *Ten years ago, a gentleman by the name professor Wole Soyinka celebrated his 70<sup>th</sup> birthday and said something that was shocking to most of the people there...*

It was such a compelling flashback for the audience that it evokes emotions. Durotoye is able to strongly connect with his audience on an emotional level by engaging their feelings and empathy through the narration. To further create a feeling of empathy and concern in the audience the speaker uses the word “stone”, as in **Excerpt 6** below:

*And everybody took at him and wanted to ‘stone’ him, had he not run out of the country quickly and seek solace. How dare you call our generation a wasted generation?*

Thereby leaving his audience to imagine how riotous and terrible the situation was. This readily brings some biblical allusions to the mind, about the woman caught in adultery and the Martyrdom of Stephen, and the reason why Soyinka had to run for his life.

## **Attention-Getting Strategies**

This is another device used to appeal to hearers’ emotion. Durotoye constantly ensures that his listeners are following him as he proceeds in the speech. He calls on them at intervals: ‘*ladies and gentlemen*’. He also employs the presentational mode by using emotions, numbering and the repetition through the utterance. That kind of persuasion is used to get the audience involved in the experience and to sustain their attention throughout the delivery.

## **Logical Argument and Appeal to Reason (Logos)**

The third element of persuasion as seen in the speech is logos, which stands for logic and reason as it appeals to the minds of the audience and has a great persuasive role. In this track, Berko and Wolvin (1989:474) affirm that the effective speaker should remember that all factors in the persuasive situation ought to be centred on the audience and that an audience is influenced by clarity of ideas, vividness of language, for example, and specifics that illuminate the reasons for the chosen solution.

In achieving a logical presentation of his argument, Durotoye does not conform to the normal and conventional introductory greeting strategy in speech delivery. He rather goes straight to the discussion. This could be a deliberate style to show the seriousness, importance and urgency of the matter at hand. However, he is able to present his points logically. Like someone who has already won credibility with the audience and now possesses the power of talk, Durotoye starts his speech by presenting himself as an audience-oriented speaker.

After challenging the audience to get ready for serious business (in the opening), Durotoye injects a historic reference, deliberately attempting to pave the way to make the rest of his speech logical for his audience. At first he appears to be speaking forcefully to his audience rather than to be



negotiating his opinions. By the use of the second pronoun *you* he appears to be a saint and not being affected as such. But later, he lessens the temper and includes himself when he begins to use the **inclusive pronouns** and **possessive** “we”, “us” and “our”.

Other elements employed for logical appeals are **rhetorical questioning**, **parallelism**, **narrativisation**, **imperative constructions** as well as **negative constructions**. The speaker is able to discretely combine these different strategies to arrive at his points.

### Rhetorical Questions

The rhetorical questions deployed in the speech equally achieve logical appeal in his audience, in that the questions are related to things his audience are familiar with- *health, education, safety and other social amenities* and “welfarism”.

**Excerpt 7:** *Let us ask: Do we inherit health in our hospital system? Are we given health to what we call health centres now? Didn't we inherit education in our schools? Are we given in the school today? Did we inherit safety in our roads, if not a name of an agency?*

**Excerpt 8:** *I am asking when Obafemi Awolowo's generation bestowed to you a nation, do you have light in your bulbs? Do you still give light to the next generation? Except by generator! I am asking you one last question, if you don't mind. When Obafemi Awolowo bestowed a nation to you, did he give you portable water in your taps? And I'm asking you today that if you don't have the privilege of a borehole, what have you given coming out of the taps to the next generation?*

In the excerpts above, rhetorical questions are used effectively to achieve logical appeal in a speech. By them, Durotoye engages the audience's critical thinking and prompts them to consider the logical implications of his argument. He leads the audience toward an affirmative response that aligns with his argument, and builds anticipation for the solutions or ideologies he is about to provide; hence, creating a sense of curiosity and engagement in the audience. For instance, in excerpt, the questions are probing: “*Do we inherit health in our hospital system?*” to mean that our hospital system does not provide health; “*Did we inherit safety in our roads, if not a name of an agency?*” to mean there is no safety but the agency that parades the major roads around the country. Rhetorical questions are a powerful rhetorical device the speaker used effectively to achieve persuasion.

### Parallel and Negative Constructions

These are evident in the excerpt below to strike a balance between what the speaker sees as the how not to emulate Awolowo and the new belief or way to do it:

**Excerpt 9:** *It is not in the cap but it is in the brain. It is not in the spectacles that make an Awoist, but it is in the vision. And I beg of you it is not in the shoes. The question is: are you walking his paths?*

The first parts of the parallel structures have the negative marker (*not*) to mean how not to, whereas the second parts have the positive sense, (*the how to*). A good persuasive discourse should not only condemn a way of life, belief, ideology or attitude, it should equally provide a better way, concept or perspective to follow. This is what Durotoye has achieved while trying to appeal to the logical sense of the speech through parallel and negative constructions.

## Repetition

Repetition is used for vividness and emphasis. If the speaker has said it before and he is still saying it, this will appeal to the reasoning of the hearer that a particular emphasis is being laid on that subject matter. An example is the repetition in the extract below:

**Excerpt 10:** I repeat, it is not in the shape of the cap; it's in the box. It is not in the shape of the glasses; it is in the vision. It is not in the size of the shoes; it is: are you walking in Obafemi Awolowo's steps? Thanks very much.

Also, certain words like *nation, generation, inheritance, integrity, legacy*, etc which are integral to the speaker's intention are constantly repeated for the purpose of emphasis and as a persuasive strategy. This kind of repetition emphasises the significance of such words within the speech, thereby fostering the audience's understanding of the logical foundation. Through repetition, Durotoye's reinforces his logical position to enhance memorability, retention and easy recall of important concepts for listeners.

## Imperatives

Imperative structures, which involves a form of direct command, invitation or instruction, are also deployed in the speech as logical appeal markers. They are used as a persuasive strategy to drive and commit the audience to a desired end. The speaker influences the audience by motivating the listeners to accept the proposed arguments. The following are examples of imperatives:

**Excerpt 10:** -Let us talk about it. Let us ask...,  
-Make a positive impact on everyone you meet and everywhere you go. I am asking you to challenge your vision and let light come up.

The speaker invites his audience, challenging them to make efforts to impact. The lines provide clear, concise, and straightforward instructions or calls to action. Imperative enhances the logical clarity of the message and eliminates confusion.

## Conclusion

The study examines the discourse persuasive strategies deployed in Fela Durotoye's speech: *How not to emulate Awolowo* through Aristotelian rhetoric strategies (ethos, pathos and logos) as framework for analysis. The analysis reveals that the speaker effectively engages ethos, pathos and logos for the purpose of persuasion. Ethos is achieved through the sharing of his life experience, reference to events and well-known icons, by showing his credentials as a well-informed researcher. He creates awareness, loveliness and friendliness. Pathos occurs as he engages audience's emotion through narrativisation, repetition, rhetorical questions, etc Finally, Logos is established by giving some logical evidences, imagery, imperatives, parallelism and negative structures. As revealed in the study, persuasive strategies are the backbone of a successful motivational speech. By harnessing the power of ethos, pathos and logos, Durotoye has established his credibility, connected emotionally to his audience.

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