

## **ABSTRACT**

**Pheby Mawaddah Situmorang, Registration Number 2182220001, Language of Persuasion of Dr. Zakir Naik in his Speech, A Thesis, English and Literature Department, Faculty of Languages and Arts, State University of Medan, 2022.**

This research aimed to analyze the language of persuasion used by Dr. Zakir in his speech and evaluate the dominant modes of persuasion used. This study used Aristotle theory modes of persuasion were logos, ethos and pathos. The technique of analyzing the data applied three dimensional discourse by Nourman Fairclough were Description, Interpretation and Explanation. This study found that logos, ethos and pathos used by Dr. Zakir Naik in his speech. Logos was the dominant modes of persuasion used by Dr. Zakir Naik in his speech.

**Keywords : Logos, Ethos, Pathos, Aristotle, Persuasion, Discourse Analysis**