

THE ECOLOGICAL SPEECHES OF PRESIDENT XI JINPING

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ABSTRACT

The study aimed to explore President Xi Jinping's persuasive abilities and effective communication strategies in advocating for ecological preservation and sustainable progress and reveal conceptual metaphors used by President Xi to express ideas and convey messages about environmental preservation. Using mixed approaches, the study involved four ecological speeches made by President Xi in different occasions as the corpus, which were analyzed using Neo-Aristotelian Criticism and Conceptual Metaphor Analysis. Results showed that President Xi makes good use of three appeals in his ecological speeches to achieve persuasion and influence on the audience. "Logos" has the most frequent occurrence, while pathos comes the second one which is utilized to evoke emotional responses from the audience and the last one is ethos, which appeals to credibility and trustworthiness, is established through President Xi's position and his acknowledgment of China's commitment to addressing environmental challenges. Furthermore, several prominent conceptual metaphors used in his speeches were identified, explained and interpreted. They served various functions, including the analogical function, highlighting function, thematic function, and affective function and deeply rooted in Chinese culture, reflecting moral values and the harmonious relationship between humans and nature. Besides, several ecological values can be observed in President Xi Jinping's ecological speeches, which include austerity, respect, solidarity, co-responsibility, empathy, and coherence. Finally, the study proposes the "RCE" Model as a valuable tool for analyzing ecological speeches and teaching public speaking skills in the context of environmental issues.

Keywords: *conceptual metaphor, ecological speeches, ecological values, "RCE" Model, rhetorical appeals*