

Businesswomen's Persuasive Language in Vietnamese and American English Negotiation Conversations: A Case Study

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Abstract

The current study is investigating the different persuasive language in negotiations between Vietnamese and American business women in business and media contexts. With descriptive and mixed method, the data recorded from 10 negotiating conversations in Shark Tank Vietnam and Shark Tank US – a real TV program were transcribed and analyzed under Aristotle's modes of persuasion, in the assistance of SPSS analysis tool to reveal the different strategic tactics by female sharks (known as investors) in 2 programs and the various combination of sub-type appeals (logos, pathos, and ethos) in each speech in Shark Tank Vietnam and US. The findings significantly contributed to the differences of female communication style at work in two nations.

Keywords: Gender, Persuasive Strategies, Aristotle's Modes of Persuasion, Negotiation, Conversation

INTRODUCTION

Women's language has been a concerning theme for research since the 1960s along with three main feminine revolutions. Recently, studies on gender differences and female's communication features at work have become the focus in the sociolinguistic field. Of those, gender and persuasive communication has been approached from various aspects (Andrews, 1987; Lakoff, 1995) such as persuasive techniques used by males and females at a certain context, the relationship between gender's persuasive strategies and success or failure in business, gender's effect on persuasion, etc. In the context of negotiations, different gender language, particularly woman's language in negotiation has not been researched widely. From the rationale, women's persuasive language in Vietnamese and American English negotiations was experimented and presented in the current article to prove scientific viewpoints in the 21st century.

The study investigated businesswomen's persuasive language in negotiating conversations in the genre of Shark Tank Vietnam and Shark Tank US program and tried to explore the answer for the following research questions under Aristotle's persuasive theory:

How is persuasive language used by Vietnamese female sharks in Shark Tank Vietnam?

How is persuasive language used by American female sharks in Shark Tank US?

Are there any differences between Vietnamese and American female sharks' persuasive speech in Shark Tank Vietnam and Shark Tank US?

THEORETICAL BACKGROUND

Regarding gender language, a lot of socio-linguists have contributed to building up the framework of female speech features through four main approaches as Deficit approach, Dominance approach, Difference approach, Dynamic/ Social constructionism approach. According to Lakoff (1995), a pioneer in the field, women's language is featured by a number of linguistic signs including hedging, politeness, tag questions, emotional emphasis, empty adjectives, correct grammar and pronunciation, lack of humor, direct quotations, extended vocabulary, declarations with interrogative intonation. Later, adding more to the system, Crawford (1997) under the Social constructionism approach pointed out three prominences in female speech, namely creating and maintaining relationships of closeness and equality, criticizing others in acceptable ways or indirect

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ways, interpreting accurately and sensitively the speech of other females. Recently, Mulac et al. (2001) clarified women's tendency of using language which is more cautious and concerned. Particularly, Mulac proved that in comparison to men, women use more intensive adverbs, qualifying clauses, emotional reference, longer sentences, initial adverbials, uncertainty, hedging, negation, simultaneous opposites, questioning. In fact, quite a few scholars have been concerned about the investigation of females' linguistics along with the social changes. Consequently, the scope of the study has been extended in certain contexts which are one of the main factors affecting the variety in women and men language. For that reason, the current article with the aim of identifying the different linguistic features between female investors in Vietnamese and American English negotiations hopefully contributed the significant findings into a general framework of sociolinguistic field.

Concerning the theoretical background knowledge of persuasive language in negotiations, Mulholland (2003), a key scientist in the field, clarified thoroughly the language of negotiation in which practical strategies are presented to improve communication in various contexts. Simultaneously, Kramer, R. M., & Messick, D. (Eds.) (1995) also had an insight into the fact that negotiations are a norm in social contexts and varied in the types of making the purchase and sale agreement, appointment, and dismissal of employees, dealing with a variety of situations. Negotiations consists of several tactics, namely preparation and planning, reframing and identifying win-win solutions. It can be successful or not depending on quite a few factors such as communicating effectively, understanding psychology of the other human or negotiating partner and the interests of the organization. Moreover, it is stated that persuasive communication is an essential element of successful negotiation which involves presenting one's case compellingly and convincingly while being respectful and empathetic. Also, effective communication skills consist of using persuasive language, demonstrating confidence, and building rapport with the other party. Persuasive speaking is a very important competence of the negotiator performed from negotiating, submitting evidence, arguments, counter-arguments, polemicizing towards the joint target of the agreement.

Since the ancient Greek period, persuasive language, originally known as "rhetoric" from the prominent theory of Aristotle which is still a base for modern rhetorical studies has been considered to be the art of persuasion and constructed by a linguistic system of persuasive speech with its own structure, definition, terminology, categories, rules (R. Koženiauskienė, 2009). Several scholars as Corbett (1968), Lunsford, A. A., & Ede, L. S. (1984), Duke (1990), Hauser, G. A. (2002), Killingsworth (2005), Higgins & Wallker (2012) proved that rhetoric shaping persuasive communication is an indispensable part of daily interaction and communication in terms of writing and speaking process. They affirmed that Aristotle was logical to address three rhetorical proofs, namely *ethos*, *pathos*, and *logos* - described as ethical appeal, emotional appeal and the appeal to logic (Larson, 2001) to "account the influence of emotional states of the receivers, the credibility of the speaker and the logical facts presented in a message". More related to language of persuasion, Lunsford, A. A., & Ede, L. S. (1984) justified that Aristotle's rhetorical system of language addresses all resources of individuals when they communicate which are intellect, will and emotion. As a result, rhetorical appeals are used as three approaches in forming a persuasive communication (reason, emotion, and character). In detail, when influencing an audience, the speaker has to appeal for *logos* (logic, reason), *pathos* (audience's emotions) or *ethos* (speaker's character or credibility).

In the literature review, there are quite a few previous studies adapting Aristotelian rhetoric appeals to be the foundation for their data analysis such as Samuel – Azran et al (2015), Erisen, C., & Villalobos, J. D. (2014), Brostein et al. (2018) with the illustration as follows:

Ethos is defined as the art of convincing, an ethical appeal that refers to the credibility and trustworthiness of an orator. Ethos emphasizes the character of the speaker by deliberately establishing his/ her image in such a way that convinces the audience through an argument, that they are competent, reliable, fair and honest.

Pathos means an emotional appeal that denotes the arguments appealing to the audience's compassion or evokes their emotions (e.g fear, anger, sadness, contempt, satisfaction, sympathy, happiness and hope). According to Aristotle (1984) "the emotions are all those feelings that so change men as to affect their judgments and that are also attended by pain or pleasure. Such are anger, pity, fear, and the like, with their opposites". Hope is a positive emotion that is conceptualized with arguments relating to enthusiasm, optimism, and other affirmative feelings. (Erisen, C., & Villalobos, J. D., 2014).

Logos refers to a rational appeal that stresses reason and logic. In addition, this trait refers to the clarity and integrity of the argument itself (Higgins & Walter, 2012). In political persuasion, political elite will often use facts and figures to convince the audience of his or her position.

Higgins & Walter (2012) emphasized which appeal used belongs to each situation or context and types of audiences despite the fact that all three are considered to be crucial to the perfect success in persuasion. Also, Ethos, Pathos, Logos play parts as the three speech – act core, namely the speaker, the audience, and the speech (Duke, 1990).

According to Koženiauskienė R. (2009), in rhetorical theory, the rhetorical tools are supposed to be various and have their own purposes with certain functions to influence the addressee. Rhetorical measures primarily have to embody and help to clarify the content, to convey and clarify certain information, reinforce arguments, to lead by the way of wisdom, truth and proof, rather than oratory. Knowledge of rhetorical tools helps to reveal a logical order, the consistency of the information provided, the links of sentences causality. Another important feature of rhetoric tools is to maintain a successful contact with the audience. The use of rhetorical measures in the negotiations, the success of staying in contact with other parts of the negotiations are important factors for effective negotiations (Jam et al 2010). If classical rhetoric is focused on how to convince the other part, then in modern rhetoric greater focus is on the dialogue, mutual interaction, and harmonization of relations between speakers. Thus, the rhetorical competence of the negotiator could be described as the ability to speak well, to prove, to argue, to use correctly, properly rhetorical measures necessary to evaluate the bargaining situation, the context of the negotiations, the peculiarities of communication (rhetorical) situation, be able to analyze and critically evaluate own discourses and of other negotiator, to reveal the cause of effective and ineffective speaking, recognize manipulation and bluffing, to know how to convince the other side of negotiation.

Negotiator's speech rhetoric is the set of methods and techniques of persuasion which speakers use to influence the other side of the negotiations through his speech content and form, evaluating peculiarities of listeners, seeking to reach his goals sophistries. Rhetorical orientation of negotiator's language provides a purposeful impact on the other side of the negotiation through language content (evidence, arguments), through speech composition, its structure and style of speaking, through para verbal elements of speech (voice use features – intonation, articulation, pauses, accents, timbre, tone, speech rate, volume, melody, etc.).

For the scope of the current study, Aristotelian rhetoric theory, along with the combination of linguistic analysis frames of Higgins & Walter (2012) and Connor & Gladkov (2004) was adopted as the to analyze the language used by female interlocutors in the negotiations in Shark Tank Vietnam and Shark Tank US. For the categorization of the analysis in the different persuasion techniques pertaining to ethos, pathos and logos, the methodology used by Higgins & Walker (2012) and Connor & Gladkov (2004) which is illustrated as follows:

Appeal		Persuasion techniques	Definition/ Language indicators
Ethos	E1	Similarity	phrase in which the author of the text appeals to similarities between himself and the reader, in a form of integration into the group. Recurrent use of personal pronouns: "we are", "us", "me and you"
	E2	Politeness	Show courtesy, such as by using the following expressions: "in my opinion" as I see it, "I believe that"
	E3	knowledge of the public	targeted speech, language appropriate to the audience's preferences and beliefs
	E4	self-criticism	recognize mistakes, weaknesses. Honesty
	E5	personal experience	draw on first-hand experience on certain subjects.
	E6	show competence and/or consistency	promises, give examples of successful experiences, among others
	E7	Quotes	attributing credibility to the text, citing sources
	E8	Active voice	exclamations, use of capital letters
Pathos	P1	descriptive language	use of superlative adjectives, exaggerations, discretion of a reality or situation
	P2	Bullying	threat, convey an idea of danger

	P3	Approval	Highlight of positive qualities, characteristics and intentions, flattery
	P4	Style Figures	metaphors, comparison, enumeration, hyperbole, among others
	P5	Anecdotes, humor	humorous reference
	P6	emotional examples	resorting to examples that can trigger various feelings in the reader (anger, sadness, happiness...)
	P7	rhetorical questions	appeal to reflection on a particular theme
Logos	L1	simple language	a language for everyone, which does not focus on exclusive terms of a certain area, for example
	L2	facts, numbers, data, statistics	
	L3	scientific research	investigations, scientific discoveries, among others
	L4	Argumentation/justifications	Cause or consequence, analogy, testimony and authority, definition, syllogism (deductive logic), support a generalization with examples (inductive logic)
	L5	evidence	for example, resorting to historical events

Figure 1: Categorization of persuasion techniques according to with Aristotelian rhetoric

METHODOLOGY

A descriptive mixed method was adapted in the current research to identify the differences in female sharks' persuasive speech through three main appeals of Aristotelian's mode. In order to implement the study, data from 10 pitch conversations from episode 1 to 5 in Shark Tank Vietnam Season 3 program and Shark Tank US season 9 was recorded, transcribed and analyzed quantitatively and qualitatively. Particularly, the Independent Sample Test in SPSS was adapted to check businesswomen's persuasive language differences in Shark Tank Vietnam and US. Besides, conversation analysis and contrastive analysis were used in describing speech/ utterances in the dyad interaction between female sharks and players to clarify linguistic indicators in persuasive language and prove the similarities and differences in using persuasive appeals of Vietnamese and American female sharks.

In the Shark Tank program as a genre of negotiation (van Eemeren, 2003), there are 4 main parts including: opening stage (presenting offer), confrontation stage (exchanging information), bargaining – argumentative stage, concluding stage (accepting or refusing offer). Persuasive strategies are mainly in the bargaining – argumentative stage so the target data for analysis in the study were extracted from female sharks' speech in the bargain – argumentative stage and categorized into three appeals corresponding to linguistic indicators in Figure 1.

Group Statistics				
SHARK	N	Mean	Std. Deviation	Std. Error Mean
American Female Sharks	240	21.45	7.018	.453
Vietnamese Female Sharks	184	18.63	5.956	.439

Figure 2: Number of persuasive strategies used by American and Vietnamese female sharks

FINDINGS AND DISCUSSION

From the investigation of persuasive speech in Shark Tank Vietnam season 3 and Shark Tank US season 9, the analysis points out significant findings of total 424 persuasive appeals used by female sharks in bargaining – argumentative stages of Vietnamese and American negotiations.

Female Sharks' Persuasive Language in Negotiation Conversations in Shark Tank US

Generally, the number in figure 3 illustrates the different distribution of three persuasive appeals based on Aristotle's rhetorical theory in female sharks' speech (investors) in Shark Tank US. In detail, female sharks used 3 types of appeals with Ethos (42%), Pathos (40%), and Logos (18%), of which Ethos and Pathos are the most preferred appeals in persuasion. The results convey that American female sharks try to affect the players' decision by credibility (Ethos) and emotion elements (Pathos).

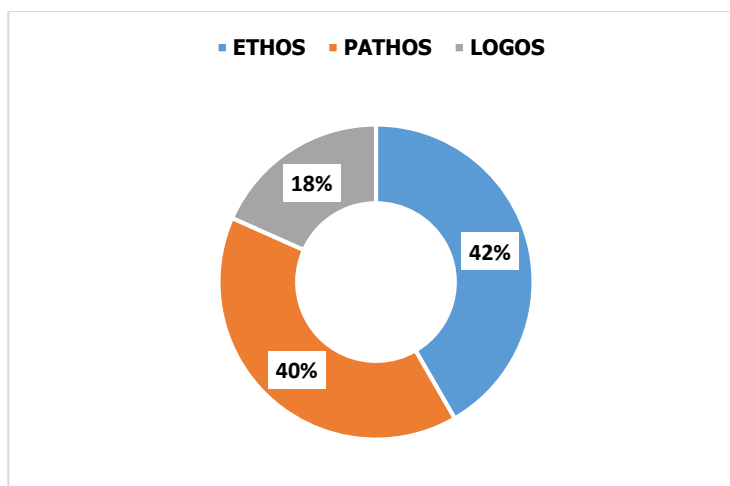


Figure 3: Distribution of persuasive appeals used by American female sharks

In detailed analysis of linguistic indicators marking each appeal in Aristotle's mode, there are a certain number of techniques belonging to Ethos, Pathos and Logos mostly used in speech.

For Ethos, 6 sub-types are adapted to persuade the players, namely E1 (similarity), E2 (politeness), E4 (self-criticism), E5 (personal experience), E6 (show competence/ consistency), E8 (active voice). Among those, the most common one is E6 (40%). The following examples illustrate the linguistic descriptions of Ethos in American female speech.

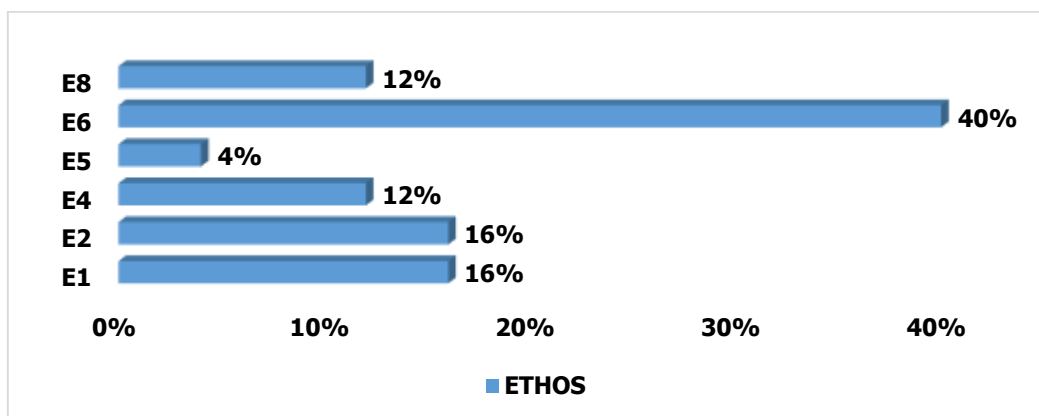


Figure 4: Distribution of linguistic indicators in Ethos appeal used by American female sharks

The following examples illustrate common sub-types of Ethos in American female sharks' persuasive language.

Female sharks emphasized their competence or their power (E6) in the speech to create the influence on the players' decision on choosing them to be the investors. For example, in episode 1 (pitch 3), Barbara Corona (Shark) confirmed her ability and achievements as follow:

*“Nobody's smarter than me at marketing, and I've done it with **already seven of my top brands** that wouldn't be where they are from “Shark Tank” if not for my marketing ability. They're all big brands in their space.”*

Also, Greiner Lori (Shark) showed her references in order to make the players believe in her assistance if they choose her to be an investor.

*“I want to show you my references. So, **Scrub Daddy: \$120 million. Simply Fit: \$150 million. Sleep Styler: \$75 million in four months.**” (Episode 1)*

In episode 2, Lori again showed her confidence in a request: “*Can you sweeten that a little bit because I'm a wonderful Shark?*”. (Episode 2, pitch 1)

Sarah confirmed her ability in managing the company: “*I own 100% of my company, I think you can keep doing it on your own.*” (Episode 2, pitch 3)

From the framework of linguistic indicators, E1 is the strategy in which the author of the text/ speech appeals to similarities between himself and the reader/ listener, in a form of integration into the group. Recurrent use of personal pronouns: "we are", "us", "me and you". In the extracts from Episode 2, Lori persuaded the player by a speech using personal pronouns “us, we” to find the common place with the listener, as follows: “*we could probably bring a lot to the table in different ways.*” In another example in Episode 1, Barbara Corcoran used the words “a team” to emphasize the integration between two sides: “*Okay, Robbie. You know what I think you need more than a partner? I think you need a team.*”

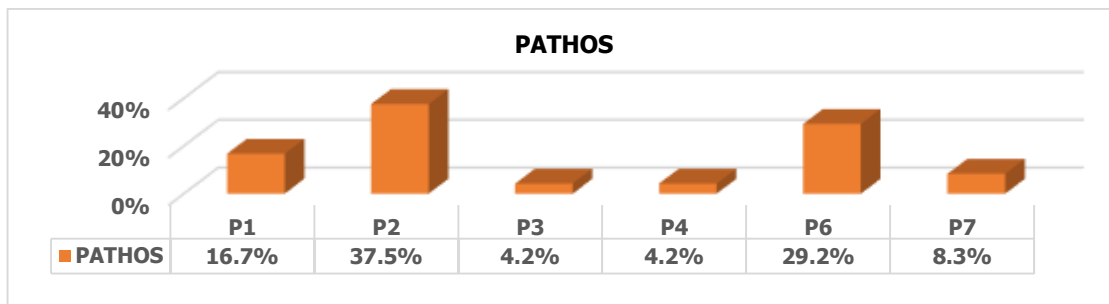


Figure 5: Distribution of linguistic indicators in Pathos appeal used by American female sharks

Pathos, the second common appeal in persuasive language, is demonstrated in 6 techniques, namely P1 (descriptive language), P2 (bullying), P3 (approval), P4 (style figures), P6 (emotional examples), P7 (rhetorical questions), of which P2 (bullying) is the most preferred ones in American female sharks’ speech with the percentage of 37.5%.

The following excerpts illustrate how the common persuasive strategies applied in American female speech, as follows:

Shark Barbara Corcoran threatened the player with P2 (bullying): “*I don't care what the deal is.*”, “*Creative people don't want those kinds of deals.*”. Or Sara warned: “*your price is a little concerning.*” (Episode 2) The speech was made in order to persuade the players to accept their investments.

Shark Lori showed her preference through P6 (emotional examples): “*I love it! I love it! I love it! Yay!*” to create an effect on the players’ decisions.

Shark Sara complemented the player’s product by adapting P1 (descriptive language): “*But the product is so unique.*” (Episode 2)

Rhetorical questions (P7) were used in Lori’s speech “*At 10%?*”, “*Well, you guys came in at \$100,000 for 25%, right?*” (Episode 4)

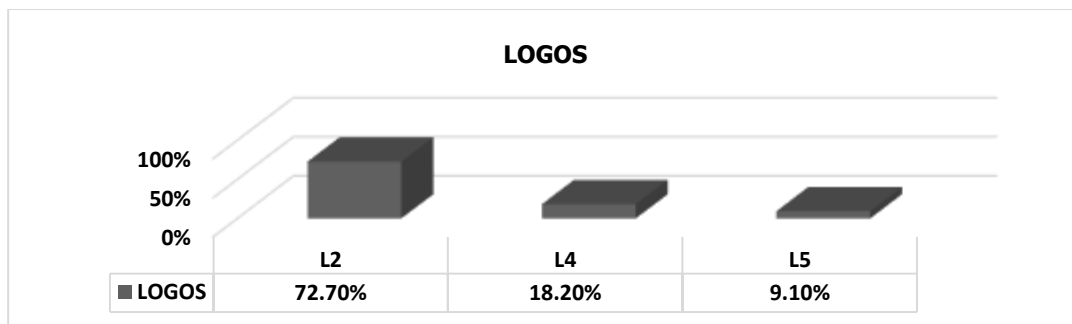


Figure 6: Distribution of linguistic indicators in Logos appeal used by American female sharks

Logos, the least common appeal in persuasive language, appears in American female sharks by 3 main techniques including L2 (facts, numbers, data, statistics), L4 (argumentation/ justifications), L5 (evidence), of which L2 is the most preferred used with the amount of 72.7%.

In the following example, the linguistic indicators are described to be Logos appeal applied in the persuasive speech. In episode 1, Barbara Corcoran used statistics to demonstrate the investment as a persuasive act:” *So I’m going to give you one-half of the \$200,000 for 10% of the business, but you’re gonna have to get another Shark to join me on that.*”

Female Sharks’ Persuasive Language in Negotiation Conversations in Shark Tank Vietnam

As can be seen in figure 7, the distribution of persuasive appeals in Vietnamese female sharks’ speech is varied with Ethos (57%), Pathos (39%) and Logos (4%).

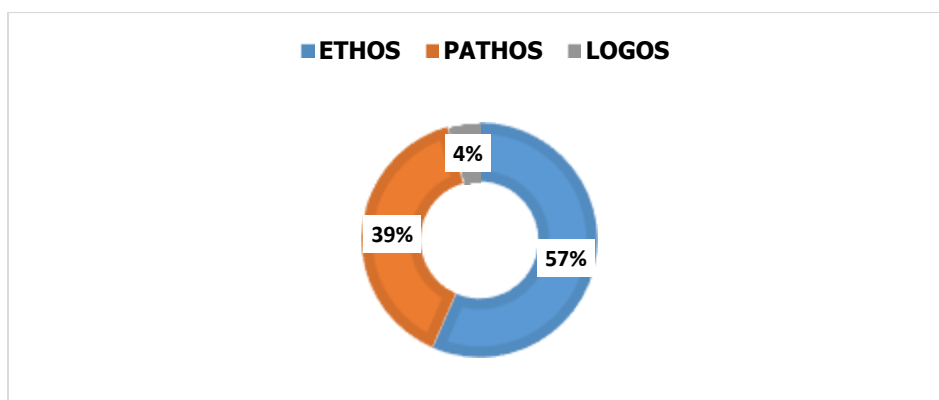


Figure 7: Distribution of persuasive appeals used by Vietnamese female sharks

For Ethos, 5 popularly used techniques are E6 (showing competence/ consistency) (46.2%), E3 (knowledge of the public) (19.2%), E1 (Similarity) (19.2%), E8 (active voice) (7.7%), E2 (politeness) (7.7%).

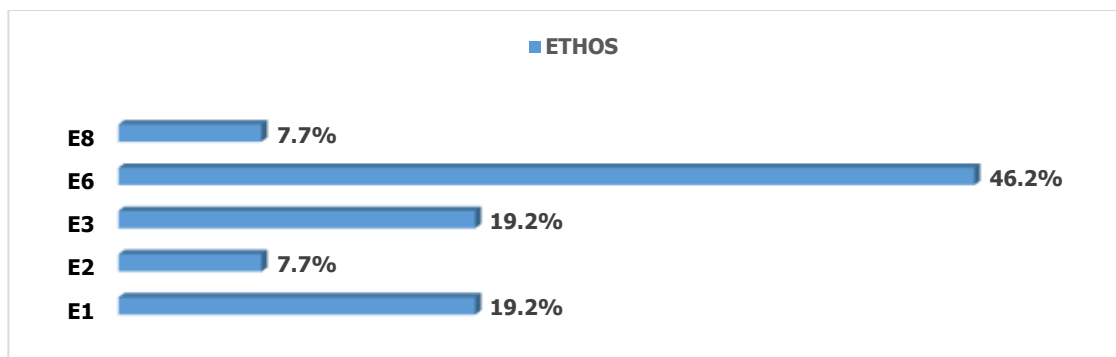


Figure 8: Distribution of linguistic indicators in Ethos appeal used by Vietnamese female sharks

Clearly seen in the following examples, Vietnamese female sharks tend to show their competence or consistency in most of the persuasive speech (46.2%). In episode 2, Shark Lien affirmed her power/ credibility (E6) that “**Tôi sẽ có thể hỗ trợ các bạn để xin giấy phép một cách nhanh nhất theo đúng luật.**” (I will help you issue the license in the fastest way legally.)

Shark Lien used E1 with the pronoun “you and I”, “together” to show the similarities between the speakers and listeners as follows “**Đưa ra cái mức này có nghĩa là tôi và bạn cùng nhau để giữ những cái khát khao khát vọng của bạn**” (proposing this amount means that you and I, together remain your ambitions/ passion.)

E3 as the knowledge of general public is mentioned in the exempt from episode 2, Lien mentioned the importance of remaining culture in economic development as a way to impress the listener: “**Tôi thì muốn cái giá trị bên cạnh kinh doanh, kiếm tiền đương nhiên là đúng theo cái định hướng của mình bên cạnh đấy mình cũng muốn giữ lại văn hóa của làng nghề Việt Nam, và cái đấy chúng ta cực kì trân trọng và cái đấy cũng là một giá trị vô hình được tính bằng tiền chứ không phải mình cứ cộng trừ nhân chia.**” (I want the value beside business. Making money is of course true to our orientation, moreover, I also want to retain the culture of the Vietnamese craft village, which we respect very much and that is also an intangible value calculated in money, not that we just add and subtract or multiply.)

Shark Lien emphasizes her speech by using E8 “active voice” in the excerpt: “**Điều đấy là điều quan trọng và tôi muốn bạn phải là người đó và đặc biệt là các bạn phải lan tỏa cho những thế hệ trẻ gìn giữ những cái môi trường, cái nơi sống của chính bản thân mình.**” (Episode 4)

Courtesy in the utterance (E2) is illustrated in Lien’s speech “**Tôi chỉ là định hướng và tôi giúp bạn trong vấn đề làm sao để đưa cái sản phẩm của bạn không phải trong Việt Nam đâu mà để cho người nước ngoài cũng biết đến cái sản phẩm của mình, họ sẽ có được trong những bữa ăn hiện diện nước mắm của Việt Nam ở trong những bữa ăn.**”. She did not show any pressure on the players. (Episode 2)

Pathos is the second common strategy which is distributed into P3 (approval) (38.9%), P6 (emotional examples) (33.3%) and P2 (bullying) (27.8%).

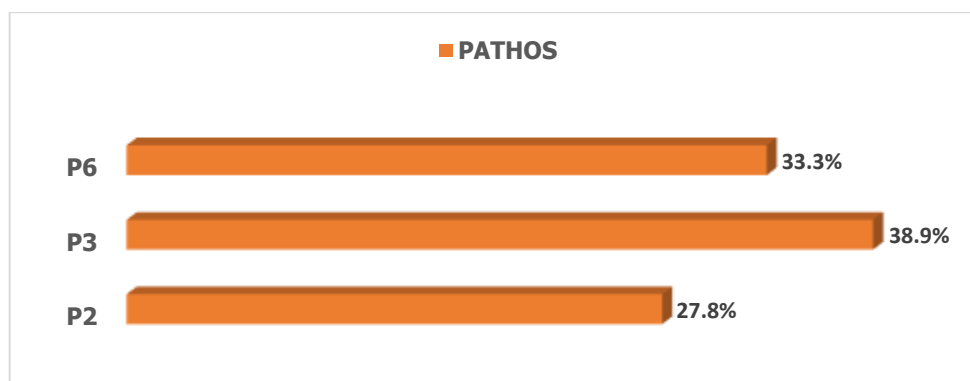


Figure 9: Distribution of linguistic indicators in Pathos appeal used by Vietnamese female sharks

P3 is mainly used with the aim to show approval to attract the counterparts as in the following excerpts:

Shark Lien showed her approval and supported for the project:” **Thực sự thì bạn đang chú ý sức khỏe đến chị em phụ nữ.**” (Actually, you are caring for women’s health.) (episode 3)

Also, in episode 4, she persuaded the player to accept her investment by emphasizing the significance of the project: “**Điều đấy là điều quan trọng và tôi muốn bạn phải là người đó và đặc biệt là các bạn phải lan tỏa cho những thế hệ trẻ gìn giữ những cái môi trường, cái nơi sống của chính bản thân mình.**” (That is very crucial and I want you to be the person and especially you have to spread out that ideology to the young generation to protect our own environment.).

P6 - using emotional linguistic indicators such as “I really like...”, “I am impressed...” is the second popular sub-type which shows affection or preference to the players in order to persuade the listener. In episode 3, Lien gave the reason why she wanted to invest in the start-up which was her interest: *“Tại tôi là phụ nữ tôi cũng rất thích cái đẹp, tôi nhìn thấy bạn đẹp là tôi thích.”* (Because I am a woman who **really likes** beauty. I see that you are beautiful so **I am impressed**).

Persuading the counterparts by showing powerful and bullying speech (P2) is also popular in Vietnamese female sharks. Shark Lien warned the players that *“Các bạn phải nên nhớ một điều à là các bạn chưa xin được giấy phép.”* (You **need to remember that you haven’t applied for the license**.)

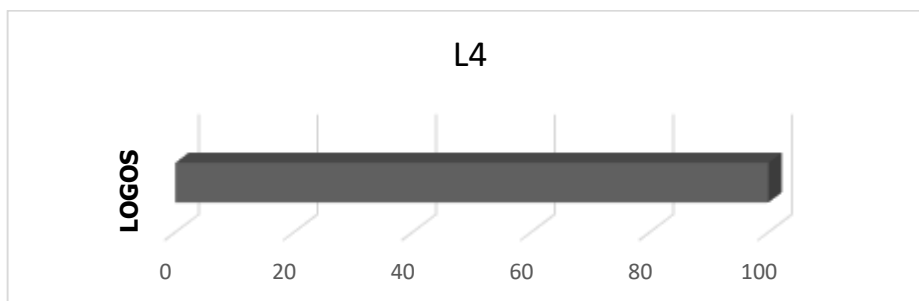


Figure 10: Distribution of linguistic indicators in Logos appeal used by Vietnamese female sharks

Logos, the least popular one, is demonstrated only through L4 (argumentation/ justifications) technique in persuasive speech as in exempt from episode 2: *“Mục đích của tôi vào đây không phải tôi muốn chia lợi nhuận hoặc kinh doanh mà tôi chỉ muốn vào với các bạn để tôi giữ lại đúng cái nguyên gốc của lịch sử và giữ lại cái nền văn hóa người Việt.”* (My main purpose in the pitch is not to get the profit or business, but I only want to be with you to keep the origin of the history and Vietnamese culture.)

Women’s persuasive language differences in negotiation conversations in Shark Tank Vietnam and Shark Tank US

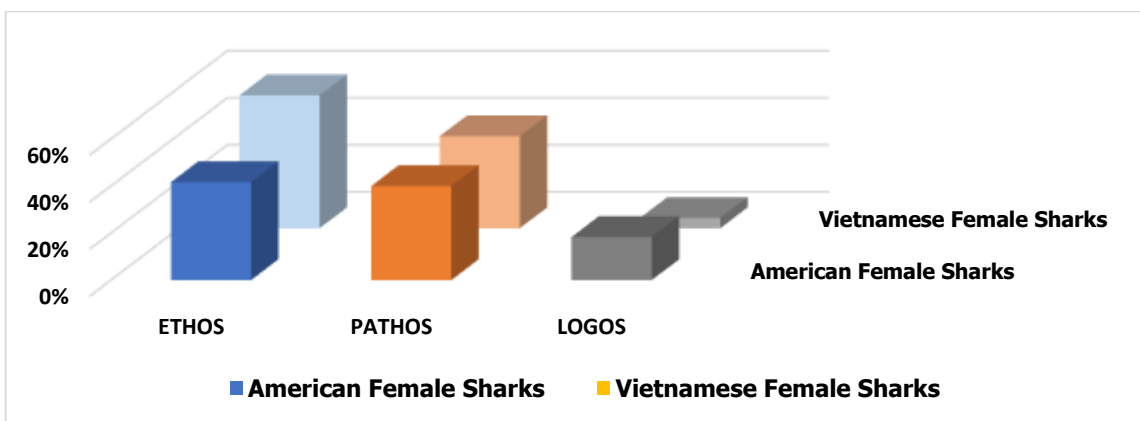


Figure 11: Distribution of persuasive appeals used by Vietnamese and American female sharks

In general, the distribution of subtypes in 3 appeals in Shark Tank Vietnam is similar to that in Shark Tank US. Particularly, the most - used appeal is Ethos, the second most popular one is Pathos, and the least is Logos.

Group Statistics					
	SHARK	N	Mean	Std. Deviation	Std. Error Mean
ETHOS	Female American Sharks	100	14.52	2.329	.233
	Female Vietnamese Sharks	104	14.31	2.294	.225
PATHOS	Female American Sharks	96	23.54	2.190	.224
	Female Vietnamese Sharks	72	23.72	1.672	.197
LOGOS	Female American Sharks	44	32.64	1.080	.163

STRATEGIES	Female Vietnamese Sharks	8	34.00	.000	.000
	Female American Sharks	240	21.45	7.018	.453
	Female Vietnamese Sharks	184	18.85	5.928	.437

Figure 12: Group statistics

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
ETHOS	Equal variances assumed	.295	.588	.656	202	.513	.212	.324	-.426	.851
	Equal variances not assumed			.656	201.404	.513	.212	.324	-.426	.851
PATHOS	Equal variances assumed	22.483	.000	-.583	166	.560	-.181	.310	-.792	.431
	Equal variances not assumed			-.606	165.940	.545	-.181	.298	-.769	.408
LOGOS	Equal variances assumed	23.229	.000	3.541	50	.001	-1.364	.385	-2.137	-.590
	Equal variances not assumed			8.373	43.000	.000	-1.364	.163	-1.692	1.035
STRATEGIES	Equal variances assumed	4.185	.041	4.043	422	.000	2.602	.644	1.337	3.867
	Equal variances not assumed			4.134	418.009	.000	2.602	.629	1.365	3.839

Figure 13: Independent Samples Test

However, the results in the Independent Sample Test (sig.<0.05) prove that there are significant differences in the use of persuasive strategies between the two research groups (Sig. = 0.41). Moreover, there are certain differences in using linguistic indicators in Pathos and Logos appearing in Vietnamese and American female sharks' speech (sig. =.00). Only techniques in Ethos are the same in both research groups (Sig. = 0.588). Particularly, in comparison between American and Vietnamese female persuasive language, American female sharks tend to use more Pathos and Logos while Vietnamese female sharks use a bit more Ethos in their persuasive speech.

In detailed sub-types of Ethos, Pathos and Logos used by American and Vietnamese female sharks, the distributions are clarified in the figure 13, 14, 15. Also, from the data, American female sharks used more various subtypes of 3 appeals.

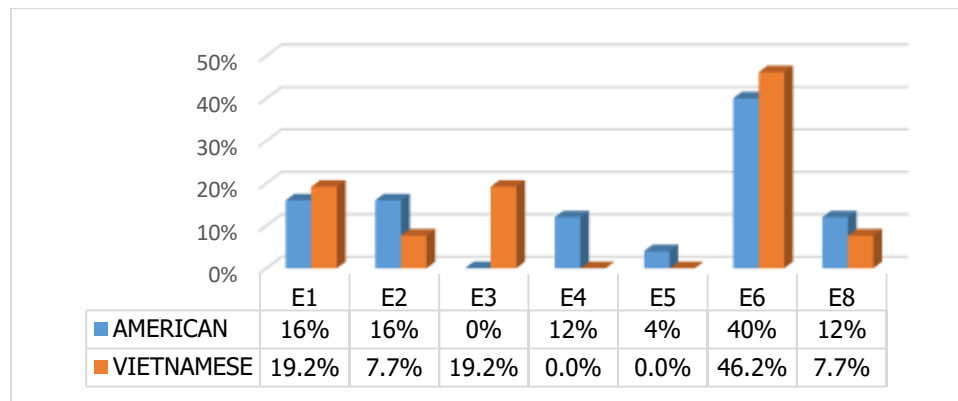


Figure 14: Distribution of linguistic indicators in Ethos appeal in female sharks' persuasive speech in Shark Tank Vietnam and Shark Tank US

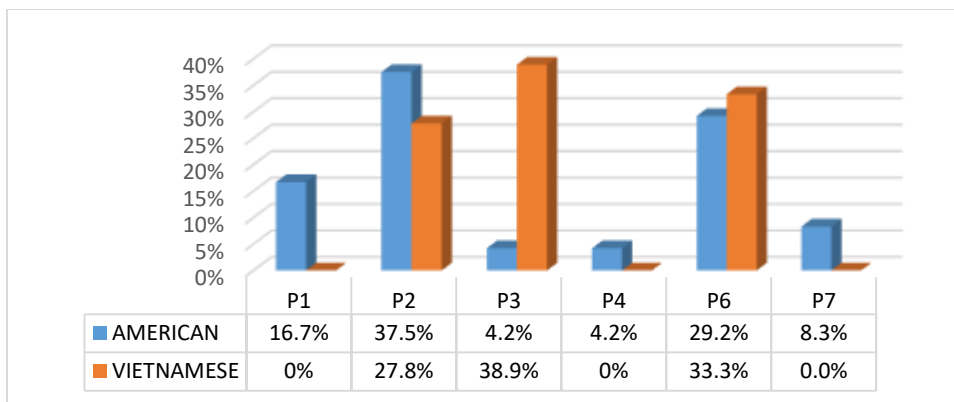


Figure 15: Distribution of linguistic indicators in Pathos appeal in female sharks’ persuasive speech in Shark Tank Vietnam and Shark Tank US

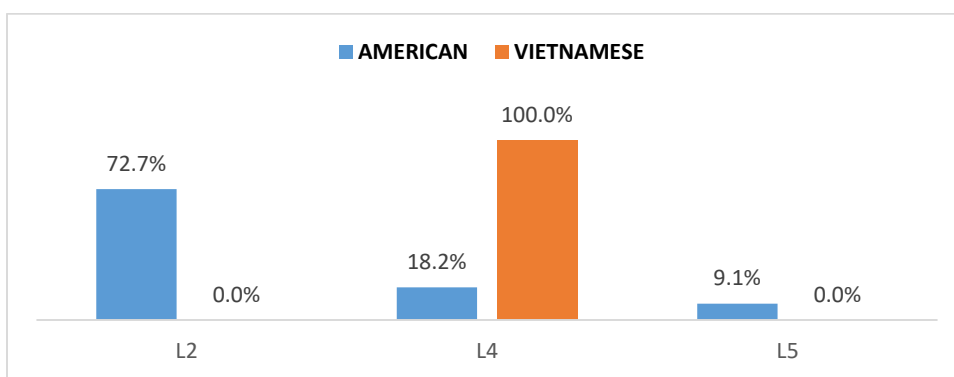


Figure 16: Distribution of linguistic indicators in Logos appeal in female sharks’ persuasive speech in Shark Tank Vietnam and Shark Tank US

From the analysis and findings, the persuasive strategies appear to be similar in Vietnamese and American female sharks’ speech; however, sub-types of each appeal are adapted differently. For all the participants who are businesswomen, and the study setting occurring on TV, females tend to prove themselves to be more reliable and emotional in their persuasive speech. However, in detailed analysis, there are certain differences in the techniques used in each appeal.

Differences In Combining Ethos, Pathos, Logos Sub-Types in Vietnamese And American Female Sharks’ Persuasive Language

According to several scholars, it is essential to combine more than 1 persuasive sub - type appeal (Ethos, Pathos, Logos) in a successful persuasion. People cannot just use only one appeal. With the aim of finding how female sharks adapt 3 appeals in their speech, a descriptive and qualitative analysis was implemented and proved that both Vietnamese and American female sharks applied flexibly all three appeals to persuade the players.

SHARK * COMBINATION Crosstabulation						
			COMBINATION			Total
			1	2	3	
SHARK	Female American Sharks	Count	177	26	5	208
		% within SHARK	85.1%	12.5%	2.4%	100.0%
	Female Vietnamese Sharks	Count	165	11	1	177
		% within SHARK	93.2%	6.2%	0.6%	100.0%
Total		Count	342	37	6	385
		% within SHARK	88.8%	9.6%	1.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.716 ^a	2	.035
Likelihood Ratio	7.093	2	.029
Linear-by-Linear Association	6.656	1	.010
N of Valid Cases	385		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.76.

Figure 17: Combination of Aristotle's appeals in persuasive speech

From the figure 17, it is significant to note that in interaction, the distribution into a single subtype, two subtypes of appeals and three sub - types of appeals in persuasive speech was adapted to build credibility, trustworthiness, affect emotion and bring out logical arguments to make a successful persuasion.

Take examples from female's persuasive speech in negotiating stage to see how they perform the strategies as follows:

“Tôi muốn cho bạn biết là tôi đang là chủ tịch một quỹ môi trường xanh Việt Nam” (Ethos – E6, E1) (I want to let you know that I am now a president of a fund for green environment in Vietnam.)

“Chúng ta muốn xử lý triệt để chúng ta phải đánh vào ý thức của từng người dân, khi chúng ta vứt rác ra khỏi nhà chúng ta phải biết phân loại ngay từ trong nhà.” (Ethos – E3, E1) (If we want to solve them completely, we need to raise people's awareness. Before we take the rubbish out of the house, we must know how to sort them right from at home.)

“Điều đây là điều quan trọng và tôi muốn bạn phải là người đó và đặc biệt là các bạn phải lan tỏa cho những thế hệ trẻ gìn giữ những cái môi trường, cái nơi sống của chính bản thân mình” (Pathos – P1, P3, P6) (That is very important task and I want you to be the person who do that task and especially you have to create a huge impact on and spread it to younger generation to protect our own environment.)

In episode 2 – pitch 4, Sara used 3 appeals in her persuasive speech including P2, P3 and P6 to make an effect on the player's decision: *“Your price is a little concerning (P2) but the product is so unique (P3) so I am very interested (P6).”*

Also in episode 2 – pitch 4, Shark Lori used both E6 and L5 in her persuasive speech: *“Um, I am very well-versed in the infomercial world and we just did our Simply Fit Board.”*

In the interaction, the female sharks strengthen their persuasive speech by combining more than a single subtype of each appeal, for example they create the credibility and trustworthiness in the players then use descriptive, emotional words or affection or approval to stimulate the players' decision and agreement to cooperate.

Through the analysis of persuasive language of businesswomen in the negotiation conversations in the genre of Shark Tank Vietnam and US, the study affirmed the similarities and differences of adapting persuasive strategies reflecting the differences in persuasive style as well as communication style between Vietnamese and American female sharks. The findings support the theory of gender's language as well as strengthen the Social constructionism approach to gender speech which proves female sharks' persuasive speech showing their closeness in speaking with language related to feelings, emotion and creating credibility and trustworthiness.

CONCLUSION

The small - scope study in the genre of Shark Tank Vietnam program as real negotiations, Vietnamese and American females' persuasive speech from Aristotle's rhetorical approach were studied to identify how Vietnamese and American businesswomen persuade in negotiating conversations through adapting the rhetorical techniques.

In general, both Vietnamese and American female sharks adapt mainly Ethos and Pathos appeals in persuasive speech in negotiating conversations to convince players to accept their investment. Logos is the least popular appeal; however, Logos in American female persuasive language is more used than that in Vietnamese female persuasive language. From the quantitative findings, the persuasive styles imply that both Vietnamese and American businesswomen tend to use more credibility and trustworthiness to make effects on players' decisions. American female sharks adapt more emotional techniques than Vietnamese ones while Vietnamese female sharks persuade the opponents by more rational appeals than American ones. In detailed investigation, the sub-types of Ethos, Pathos and Logos are also varied in businesswomen persuasive language in both Shark Tank Vietnam and US. Moreover, although the majority of single appeal sub-types appear in persuasive speech, there are more combinations of 2 and 3 techniques in American female sharks' speech rather than Vietnamese ones, which proves that American business women are more flexible than in adapting rhetorical tools in persuasion.

Due to the limitations in conducting the study in a particular genre with a small scope of 10 pitch conversations, it would be worth considering in future research to address comprehensively persuasive language in gender language studies and in other theories of persuasion. The present paper hopefully makes a significant contribution to gender language study, persuasive speech study, sociolinguistics and business management study.

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