

USE OF LANGUAGE IN INTERNATIONAL SEMINAR: CRITICAL DISCOURSE ANALYSIS OF PERSUASIVE PRACTICES

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ABSTRACT

In international seminars, language use has an important role in conveying messages and influencing audiences. This study aims to identify and analyse the persuasive practices used by speakers in international seminars through critical discourse analysis. The method of analysis involves analysing the text of the seminar flyer, focusing on the rhetorical structure, word choice, and linguistic strategies used to persuade the audience. The results show that speakers often utilise techniques such as repetition, metaphor, and inclusive word choice to build rapport with the audience and strengthen their arguments. In addition, strategic use of language can increase the credibility of the speaker and the message conveyed. The conclusion of this study is that critical discourse analysis can identify effective persuasive techniques in cross-cultural communication at international seminars, which can be a guide for speakers to improve their communication skills.

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1. INTRODUCTION

Language plays an important role in various forms of communication, including in academic and professional contexts such as international seminars. The language used in international seminars is a complicated topic with many aspects. While Knapp (2014) and Bernini (2015) discuss the difficulties and possible conflicts that may arise from using English as the language of instruction in international universities, Doroshenko (2022) emphasizes the influence of

English as a global language on national discourse. Knapp (2011) discusses in more detail the challenges of managing conflict in an international university environment when using English as the language of instruction. All these studies point to the need for a different approach to language use in international seminars, one that takes into account the complexities of multilingualism and the possible advantages and disadvantages of English as a global language. International seminars are not only a venue for the exchange of knowledge and the latest research, but also an arena where persuasive practices take place intensely. In each presentation and discussion, speakers use a variety of language strategies to influence, convince and engage their audience. Therefore, understanding how language is used in these seminars is crucial to uncovering the dynamics of power, ideology and influence. A number of studies have demonstrated the complexity and diversity of language use in international seminars. The conflict between social and cognitive components in seminar talk was revealed by Goddard (2002), who noted that students often place social effects above academic goals. Metsämäki (2012) investigated this further and found that persuasive techniques such as appeals, logical reasoning and rhetorical devices are used by students in multinational EFL debates. Ghazani (2016) offers a political angle by dissecting President Rouhani's speech at the UN General Assembly on persuasive techniques and ideology. Finally, Papadopoulos (2019) focuses on the intercultural communicative profile of foreign language learners, highlighting the use of assertive speech acts and logical persuasive strategies in written communication. The importance of understanding the complex interplay between language, identity, power and status in a globalized seminar environment is highlighted by the collective findings of these studies.

In today's world, global seminars are an important platform for the exchange of ideas and knowledge. Previous studies have explored the various persuasive techniques used in this context, revealing the complexity of the communication involved. A number of research works have investigated the application of persuasive techniques in a global seminar environment. Both Goddard (2002) and Metsämäki (2012) emphasize the complexity of seminar talk, with Metsämäki concentrating on rhetorical devices and Goddard emphasizing the importance of social effects. Fedoriv (2016) and Papadopoulos (2019) go into more detail about the specific persuasive techniques used; Fedoriv talks about the use of ethos, pathos, and logos, while Papadopoulos identifies rational strategies. Taken together, these studies highlight how complex and different persuasive strategies are used in international seminars. Overall, this work underscores how complex and diverse the persuasive strategies employed in international seminars are, reflecting the unique communication dynamics within them.

In recent years, research on persuasive techniques in international seminar settings has grown rapidly, highlighting the overall effectiveness of communication interactions in a global context. Several studies have investigated the effectiveness of persuasive techniques in international seminar settings. Goddard (2002) and Metsämäki (2012) demonstrate the complex nature of seminar discussions, with Goddard emphasizing the impact of social dynamics and Metsämäki analyzing the use of rhetorical tools. Papadopoulos (2019) and Fedoriv (2016) further explore the specific persuasive strategies used, with Papadopoulos identifying logical approaches and Fedoriv examining the influence of cultural and linguistic factors. Together, these studies underscore the importance of a deep understanding of language use in international seminars, taking into account social and cognitive aspects, as well as the interaction of cultural and linguistic influences in persuasive communication. Study.

In the current era of globalization, English is increasingly dominant as a lingua franca in various fields, including in international seminars. In international seminars, there are advantages and disadvantages in using English as a lingua franca (ELF). Oral presentations and debates benefit greatly from the application of various persuasive modes and strategies, including logical reasoning and rhetorical devices, as noted by Morell (2014) and Metsämäki (2012). Nevertheless, the trend towards English in this context may result in a reduced need for conference interpreters (Tieber, 2018); moreover, it may raise linguistic and intercultural issues, especially in instructional discourse (Knapp, 2011). The

implementation of educational resources and exercises that promote cultural sensitivity and facilitate the fulfillment of relevant communication roles in academic teaching environments can help mitigate these issues.

In an increasingly connected globalized world, international seminars have become an important platform for knowledge sharing and professional networking. Language use in this context has become a matter of great concern, if not urgency, given the cultural and linguistic differences that exist. Numerous studies have shown how complex and multifaceted language use issues are in international seminars. Despite concerns about communication, Rogerson- Revell (2008) found that participants in cross-border business meetings usually performed well linguistically. Key elements in seminar discussions were noted by Basturkmen (1995), including attitudinal strategies and exchange patterns. Berrocal (2016) emphasizes the importance of discourse analysis in the foreign language classroom, especially to understand communicative purposes and social interactions. To improve communication effectiveness, Morell (2015) emphasizes the importance of using a multimodal approach for presentations at international conferences. All these studies emphasize how important language use is in international seminars and how important it is to have a sophisticated understanding of its various aspects.

Language use in international seminars is a phenomenon that has many different aspects, elements or factors that have been the subject of numerous studies. Many studies have shown how complex and multidimensional the issue of language use in international seminars is. For the most part, participants in international business meetings demonstrate good language skills, according to Rogerson-Revell's (2008) research, despite concerns about communication. Exchange patterns and attitudinal strategies that are important components in seminar discussions were identified by Basturkmen (1995). Berrocal (2016) emphasized the importance of discourse analysis in the foreign language classroom, especially to understand communicative purposes and social interaction. To maximize communication effectiveness, Morell (2015) emphasized the importance of presenting at international conferences using a multimodal approach. The importance of language use in international seminars and the demand for a comprehensive understanding of its various aspects are highlighted by the combined findings of these studies.

Therefore, we intend to investigate, explore and study the context of English education in persuasive practices at international seminars. Studies conducted by Ferreira (2020) and Papadopoulos (2019) emphasize the importance of critical thinking and effective strategies in language literacy. Ferreira's research highlights the benefits of a post-method approach that encourages questioning of hypothetical scenarios, while Papadopoulos' research shows that young English as a foreign language (EFL) learners use rational strategies such as authority and information when approaching language tasks. Knapp (2014) and Ras (2015) both explore the role of language in academic settings. Knapp argues that students do not fully utilize their multilingual abilities, resulting in repetition of information, while Ras's research focuses on the use of various language strategies, especially social strategies. The purpose of this article is to analyze critical discourse relating to persuasive techniques used in international seminars. The article will explore how speakers use language to shape perceptions and achieve their persuasive goals. This will be done using a critical discourse analysis (CDA) framework. This analysis allows us to look deeper into how word choice, sentence structure, and rhetorical strategies contribute to effective communication and how they reflect and influence social and power relations in academic contexts. This study is not only relevant for academics and researchers, but also for practitioners and professionals who frequently participate in international seminars. By understanding effective persuasive techniques, they can improve their communication skills and be more successful in delivering their messages to diverse audiences. Ultimately, this critical understanding of language use can help create fairer and more equal interactions in the global academic arena. This research intends to trace/explore/describe discourse phenomena related to studying the context of English language education in persuasive practices at international seminars so we formulate the research questions as follows:

What are the persuasive techniques used in the flyer of international seminars What role do power dynamics play in shaping language use and persuasive practices in international seminar flyers

2. METHODS

Using Critical Discourse Analysis (CDA) as a qualitative research design, this study explores the dynamics of power, ideology, and persuasive strategies in language use in international seminars. Critical Discourse Analysis of Persuasive Practices in International Seminars are various international seminars organised in English and covering a wide range of academic and professional fields. Seminar participants consist of academics, practitioners, and students from all over the world, and seminar speakers are usually experts or professionals in their fields. The seminars are chosen to provide a range of topics and speakers that offer an in-depth understanding of how different situations use language. These international seminars are usually held in the form of live seminars as well as seminars via online webinars. Prestigious international conferences, universities, and professional meetings hold seminars such as these, as online seminars and webinars are growing in popularity. Data was collected through a selection of ten seminars conducted in English, with verbatim transcriptions noting non-verbal cues. data analysis can be done by paying attention to persuasive techniques such as ethos (speaker character), pathos (emotion), and Logos (logic). to ensure reliable analysis results we can use the triangulation method or compare data from various sources and analysts. This methodology was created to examine in depth the persuasive techniques used in the seminar and how these techniques are applied in the wider society.

3. FINDINGS AND DISCUSSION

3.1. Persuasive Techniques Used in the International Seminar Flyer

International seminars have become an important means of sharing information, experiences, and innovations in various fields in the era of growing globalisation. The success of a seminar depends not only on the material presented, but also on how the organisers can attract the attention of potential participants. Seminar fliers are one of the most effective ways to attract such interest. International seminar flyers are visual communication tools used to promote events, convey important information, and attract participants to attend. Persuasive techniques are essential to creating an effective flyer. These methods use a variety of communication approaches to influence the behaviour, attitudes and beliefs of others. Persuasive techniques are essential for demonstrating advantages and establishing credibility, and creating urgency that encourages the target audience to do something. This is essential for international seminar flyers.

International seminar flyers are an essential tool for promoting academic events to a worldwide audience. These flyers utilise various persuasive strategies to spread the message and grab people's attention. To understand how this flyer serves as an effective communication tool to promote international seminars, we will look at the persuasive strategies used, such as the use of evocative language, attractive visuals, and clear value-added offerings.

3.1.1. Evocative Language

International seminar flyers use evocative language that is highly effective at grabbing the attention of the audience and increasing their participation. Evocative language uses words that are motivating and emotional, making readers feel like they are directly benefiting from the seminar.

For example, statements such as “Gain exclusive insights from world experts” or “Don't miss out on a golden opportunity to boost your career” are meant to generate excitement and passion. In addition, testimonials or inspirational quotes from famous speakers can make the flyer more appealing. Therefore, evocative language attracts attention and makes people want to register and participate in the international seminar immediately. Evocative language can influence emotions, arouse curiosity, and create a deep interest in the organized event.

Evocative language in an international seminar flier starts with the use of strong words that grab the reader's attention right from the start. For example, words like “KEPEMIMPINAN & PENGEMBANGAN DIRI: SENI PERSIAPAN PENGEMBANGAN DIRI UNTUK MENJADI PEMIMPIN YANG BAIK DAN BERDAMPAK DI PERUSAHAAN/BISNIS UNTUK MENUJU ERA EKONOMI DIGITAL EMAS INDONESIA 2045,,,,,” [LEADERSHIP & SELF-Improvement: THE ART OF SELF-DEVELOPMENT PREPARATION TO BECOME A GOOD AND IMPACTFUL LEADER IN A COMPANY/BUSINESS TO GO TO INDONESIA'S

GOLDEN DIGITAL ECONOMIC ERA 2045] can immediately attract interest and make the audience want to know more. An opening sentence full of passion and enthusiasm can create a strong first impression, making the reader feel that this event is not to be missed.

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The flyer data that has been collected can be shown as evidence that there are various forms of persuasion techniques used to attract attention through the use of strong words. Strong words are used in these persuasion techniques to directly influence the audience. By choosing strong and meaningful words, the messages conveyed become more prominent and more easily attracted by the audience. This technique is very effective in making the message more appealing and motivating the audience to take action according to the purpose of the flyer. Therefore, the use of strong words in a flyer not only attracts attention, but also reinforces the message and increases the likelihood that the audience will act in accordance with the flyer creator's wishes.

Apart from attracting attention, evocative language also serves to evoke emotions and inspire. By presenting words that can invite and touch the feelings of the audience. For example, the use of words that contain the inspirational spirit of “Mastering Language Mastering the World”. This kind of wording can make

the audience feel emotionally connected and motivated to participate.



The flyer data that has been collected can be presented as evidence that there are various forms of persuasion techniques used to Evoke Emotions with Inspirational Words. Emotional and inspirational words are used in this persuasion technique to directly influence the audience. By choosing emotional and inspirational words, the message conveyed becomes more prominent and more easily attracted by the audience. This technique is very effective in making the message more emotionally connected and motivated to participate. Therefore, the use of emotional and inspirational words in the flyer not only attracts attention, but also reinforces the message and increases the likelihood that the audience will act in accordance with the flyer creator's wishes.

Words that contain a promise or commitment to deliver an experience are used by successful international seminar speakers. Audiences can be given confidence and hope that their time and effort will yield valuable results through phrases such as "Guaranteed job or internship". These promises create positive expectations, which can encourage action.



The flyer data collected shows a variety of persuasion techniques used to promise audiences a successful experience. Promising words are used directly to encourage the audience. By using these words, the promise becomes more

dominant in influencing the audience. This technique is effective in making the audience feel connected and encouraged to participate. Therefore, the use of promise words in flyers not only attracts attention, but also reinforces the message and increases the likelihood of the audience to act in accordance with the flyer creator's wishes.

In this era of fast-paced information, visualization is essential for communication, especially to attract attention and convey messages effectively. Research has shown that incorporating visual design in marketing materials such as flyers can have a significant impact in promoting products and building brand identity (Hanif, 2023; Kelvin, 2020). Visual communication, especially when using creative and informative content, plays an important role in shaping public perception and influencing decision-making (Listiana, 2023). The importance of the relationship between visual communication and design is highlighted, with design essential to realizing plans (Yuliansyah, 2020). Therefore, when creating a visually appealing flyer for an international persuasive practice seminar, it is important to incorporate innovative and attention-grabbing design elements that effectively convey the seminar's key messages and objectives. As a promotional tool, the flyer is responsible for capturing the audience's attention, clearly conveying important information, and encouraging actions such as registration and attendance. Therefore, using persuasive techniques when creating the visual design of seminar flyers is essential. Visually appealing design is not just about appearance; it is also about how visual elements can be used to influence perception and action. Graphic components such as color, typography, images, and layout are used. Each of these components can influence the audience's mind and increase the effectiveness of the message. First and foremost, color should be considered in a seminar flyer. Colors can affect the feelings and emotions of the audience. For example, blue creates a calm and professional impression, while red attracts attention and creates a sense of urgency. The right choice of colors can enhance the message and create an engaging seminar atmosphere. Typography is an important component. One common marketing tactic used to attract the attention of potential participants is to provide discounts on international seminar flyers. Special offers or discounts in international seminar flyers are not directly related to the topics discussed in the papers of Pratiwi (2017) and Sudiarto (2019). However, they offer insights into entrepreneurship and the aviation industry, which may relate to the topic. While Sudiarto's paper focuses on entrepreneurship training for street children, Pratiwi's paper explores the creation of a flight school. To find possible connections to the question, these topics can be investigated further. These discounts usually come in various forms, such as price cuts, bundling packages, or additional bonuses. It is important to understand the impact of applying discounts on the interest and participation of international seminar attendees in a study. How marketing strategies can influence the thoughts and decisions of potential buyers is one of the elements to consider when making discount offers. An attractive international seminar flyer is highly persuasive. By using visual elements such as relevant images, striking colors, and interesting layouts, you can become more appealing to readers and influence their perception. Flyers with appealing visuals not only make them more interesting to look at, but also help convey messages faster and more clearly. For example, the use of icons, graphics or photos of the keynote speaker can indicate the content of the seminar and its credibility. Therefore, attractive visuals are a powerful communication tool that entices potential audiences to be interested and sign up for the seminar.

as the data has been collected as follows:



Poster for UIN Syarif Hidayatullah Jakarta's International Seminar entitled "International Conference on Cultures & Languages: Glocalization of Culture and Education. Advancing Islamic Language, Literature, and Civilization" uses interesting visuals that are able to attract the attention of the audience. The poster features several interesting visual elements, including:

- The image is set against the backdrop of a grand building in light blue. This image gives a professional and classy impression.
- The logo of UIN Syarif Hidayatullah Jakarta. This logo reinforces the identity of the event as an event organized by UIN Syarif Hidayatullah Jakarta.
- Large and easy-to-read seminar title text. This text explains the theme of the seminar clearly and concisely.
- Information about the date, time, and venue of the seminar. This information is important for the audience interested in attending the seminar to know.
- Photos of the seminar speakers. These photos provide information about who will be speaking at the seminar. Overall, the UIN Syarif Hidayatullah Jakarta International Seminar poster is a good example of a seminar poster that is visually appealing and informative. This poster can help raise awareness about the event and encourage people to attend.

The flyer data that has been collected can be displayed as evidence that there are various forms of persuasion techniques used to attract attention through attractive visual design. The visual design used can influence the audience to participate in the seminar. By choosing relevant images, striking colors, and attractive layouts can influence the audience to attend the seminar.

3.1 Differences Between Benefit and non-benefit Seminar Flyers

Seminar flyers that offer benefits will emphasize the benefits that participants will get, provide specific information about the topic, speakers, and activities, and have a strong appeal by using emotional appeals such as testimonials or previous achievements. They will also identify the problems faced by the target audience and offer the seminar as the right solution.

3.1.1 Benefit Seminar Flyers

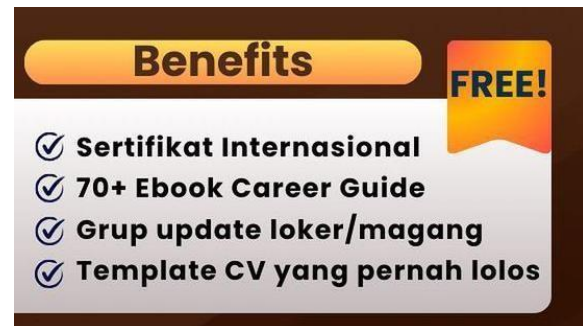
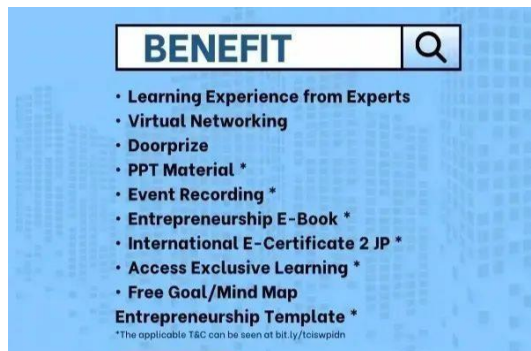
In drafting a seminar flyer, emphasis on benefits is key. The flyer will clearly highlight all the advantages that participants will gain if they decide to attend the event. From increased knowledge to the mastery of relevant new skills, the seminar is designed to provide valuable insights that can be applied in participants' daily lives or careers. In addition, the opportunity to network and build valuable relationships with fellow attendees and speakers will also be one of the key selling points. With a focus on concrete and sustainable benefits for attendees, this flyer will help potential attendees understand the added value they get from participating in the seminar. Seminar flyers that contain detailed benefits provide specific information to potential participants. The information includes a list of speakers, topics to be covered, and an overview of activities during the event. With this information, participants can understand what they will learn and why the event is valuable to them. Flyers are not just for promotion, but also as a means to provide useful knowledge to potential audiences.

How clearly and tantalizingly the benefits are offered to attendees of an event, such as a seminar, often determines how attractive the event is. Flyers that clearly convey the benefits have a significant advantage in attracting people's attention. Events that promise immediate benefits or added value that they can gain are likely to attract participants. Potential participants are more motivated to attend a seminar if they can see the benefits firsthand. Flyers that showcase the benefits of the event tend to be more attractive as they provide a clear picture of the value of the experience.

We can use words and images that powerfully influence the viewer to make the flyer appealing. For example, we can emphasize the achievements and successes of previous seminar participants; they can recount their experiences of happiness, success, and transformation. In addition, testimonials from previous attendees can be a very useful tool as they provide direct evidence of the advantages and benefits of attending the seminar. By wisely incorporating these elements in the flyer, we can capture attention and provoke curiosity and interest from potential attendees, bringing them closer to registering and joining in a fulfilling and meaningful experience.

In crafting a flyer for a seminar, it is very important to identify the problems or challenges faced by the target audience. This helps grab their attention and make them feel connected to the event. In describing the problem, the flyer can mention situations or conditions that are common to the audience, such as difficulties in achieving career goals, the need for skill upgrades, or challenges in coping with market changes. After introducing the problem, the flyer can offer the seminar as the perfect solution. The seminar can be explained as a platform to gain the insights, strategies and skills needed to effectively address these issues. Thus, the flyer not only offers the event, but also highlights its value and benefits as a concrete solution to the problem faced by the audience.

In the flyer data that we have collected, here is an example of flyer data that has benefits:



The flier data that has been collected can show examples of fliers that have benefits. Seminar flyers that emphasize benefits usually include detailed information about the topics to be covered, the speakers to be present, as well as the activities to be conducted. They utilize a strong appeal by describing testimonials or previous achievements to attract attention. In this case, the flyer also highlights the problems faced by the target audience and offers the seminar as a suitable solution.

3.2.1 Non-benefit Seminar Flyers

Non-benefit seminar flyers are usually designed to provide basic information about the event, including the date, location, general theme, and speakers who will be attending. Without highlighting the benefits to participants, the flyer focuses more on providing an overview of what to expect from the event.

In its design, this kind of flyer tends to be more formal than the benefit-focused ones, with the use of simple layouts and neutral colors. It aims to give a professional and serious impression, attracting attendees who may be more interested in the academic or professional aspects of the seminar.

The information conveyed in this kind of flyer is usually more factual and objective, with an emphasis on concrete data such as the time, place, and topic to be covered. In this sense, the flyer acts as a clear and direct announcement of the event, without an overemphasis on emotional elements or appeal.

Nonetheless, no-benefit seminar flyers still try to build interest in the event by including details about speakers who may have a reputation or relevant experience in the topic to be covered. This can be an important factor for those looking for a seminar for professional or educational purposes.

Overall, this type of flyer aims to provide clear and detailed information about the event without adding too much of a promotional touch. This allows attendees to make an informed decision and allows the event to attract an audience that is more focused on the academic or professional aspects of the seminar.

In the flyer data that we have collected, here is an example of flyer data that has non-benefits:



The flyer data that has been collected can be shown examples of flyers that have nonbenefits. usually only tend to focus more on general information about the event, such as the date, location, general theme, and speakers without emphasizing the benefits that will be obtained by participants. They may be more formal in presentation and less likely to highlight emotional elements or appeal.

4. DISCUSSION

The language used in international seminars greatly influences how communication proceeds, shapes power relations, and determines the persuasive practices used by participants. In a multilingual environment, language choices can reflect and reinforce existing power dynamics, where English often dominates as the global language. The use of English as a lingua franca not only facilitates the exchange of information but can also create inequalities, especially for participants who are not fluent in English. Many studies have emphasized the importance of understanding the complexities of multilingualism in this context, suggesting that awareness and sensitivity to language issues can enhance inclusiveness and effectiveness of communication. Therefore, it is important for seminar organizers and participants to consider the linguistic implications in their interactions to achieve more equitable and productive outcomes. Knapp (2014) and Bernini (2015) discuss the challenges and conflicts that may arise when English is used as the language of instruction in international universities, emphasizing the need for a nuanced approach to language use. They note that while English can facilitate communication between students and faculty from different backgrounds, its use can also pose a variety of problems. One of the main challenges is linguistic inequality, where students who are not native English speakers may feel marginalized or experience difficulties in joining lectures. Conflicts can also arise when cultural differences and ways of thinking

expressed through language are not fully understood or appreciated. Knapp and Bernini emphasize the importance of more nuanced and inclusive approaches, such as providing additional language support, creating learning environments that value language diversity, and promoting skills in a globalized culture. By doing so, universities can reduce tensions and create a more equitable and effective academic atmosphere for all participants.

Goddard (2002) and Metsämäki (2012) investigated the complexity of seminar talk, revealing how students prioritize social effects over academic goals and use persuasive techniques such as appeals and logical reasoning in multinational EFL debates. This study shows that students tend to pay more attention to social and relational dynamics during multinational EFL seminars. Students use a variety of persuasive techniques in an attempt to build good relationships with their peers and create an atmosphere of cooperation. Appeals, i.e. subtle invitations or requests to influence the opinions of others, was one of the frequently used techniques. Students use a variety of persuasive techniques to build good relationships with their peers and create a good working atmosphere. Appeals, which are subtle invitations or requests intended to influence the opinions and attitudes of others in a subtle but effective manner, are one of the frequently used techniques. Appeals help students encourage each other to support certain ideas or proposals without creating pressure or direct confrontation; this results in harmonious and collaborative interactions. Students use a variety of persuasive techniques to build rapport with their peers and create a good working atmosphere. Appeals, which are subtle invitations or requests intended to subtly but effectively influence the opinions and attitudes of others, is one technique that is often used. It helps students encourage each other to support certain ideas or proposals without creating pressure; this results in harmonious and collaborative interactions.

Ghazani (2016) provides a political perspective by analyzing President Rouhani's speech at the UN General Assembly, explaining persuasive strategies and ideology in the use of language. In this study, various persuasive techniques used by Rouhani, such as strong rhetoric, the use of metaphors, and a structured flow of logic, to build a convincing argument are described. In addition, Ghazani also examines the ideology underlying Rouhani's use of language, which reflects Iran's political values and goals. These speeches aim not only to reinforce a positive image of Iran at the international level, but also to expose the country's political position and influence opinions globally. This research collectively underscores the complex interplay between language, identity, power and status in the context of global seminars, showing how these factors influence each other and shape the dynamics of communication and participant participation.

The researchers aimed to improve their understanding of effective communication strategies by studying the various persuasive tactics used in international seminar fliers. International seminar fliers often contain important information that aims to attract the attention of potential attendees, convey the value of the event, and encourage active participation. Researchers can discover the most effective patterns and techniques for creating clear and compelling communications by thoroughly analyzing these persuasive elements. By analyzing the persuasive elements in depth, researchers can identify effective patterns and techniques for creating clear and compelling communications. With a clear understanding of these factors, they can design communication strategies that are informative and better able to influence and engage audiences.

Moreover, this study does not only address communication effectiveness; it also discusses how communication strategies can foster more equitable academic relationships. International seminars are often a meeting place for people from different cultural and linguistic backgrounds, so it is important for each participant to feel valued and able to make their best contributions. Seminars can

become more supportive of a more dynamic exchange of ideas by understanding communication strategies that can overcome these differences.

The framework of critical discourse analysis makes it possible to thoroughly explore various aspects of human communication. Critical discourse analysis enhances understanding of how messages are composed, received, and used to shape social reality by emphasizing language choices, rhetorical strategies, and word structures. For example, rhetorical strategies can influence public opinion or alter perceptions. Conversely, the choice of certain words or phrases can promote or eliminate certain ideas or groups. In addition, critical discourse analysis shows how language demonstrates power through words that denigrate or promote authority. Therefore, it shows that communication is not just about transmitting information; it also influences one's perspective, reinforces social hierarchies, and shapes power dynamics in society.

Overall, research on persuasive techniques in international seminars has shown how important a role language plays in shaping perceptions, achieving persuasive goals, and establishing effective communication. By focusing on English education-related discourses in persuasive practices at international seminars, the researcher sought to uncover the underlying dynamics of power, ideology, and influence that are characteristic of this academic environment.

5. CONCLUSION

This article emphasizes the importance of persuasive techniques in the global seminar setting, demonstrating the diversity of communication strategies used with their complexities. Research has shown that understanding the interplay between language, identity and power is crucial in the context of global seminars. The use of emotional appeals, testimonials, and the use of language that evokes emotions play a major role in attracting and engaging seminar audiences.

In creating a seminar brochure, it is important to address the target audience's problems and offer the seminar as a solution. By incorporating elements such as success stories, upskilling opportunities, and inspirational language, the brochure can effectively capture attention and provoke interest. With added benefits, the audience will be more interested in attending the international seminar. Overall, this article highlights the complex nature of communication dynamics in international seminars and the strategic use of persuasive techniques to engage and motivate participants.

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