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**| RESEARCH ARTICLE**

## **Motivational Quotes on Social Media: A Rhetorical Appraisal**

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**| ABSTRACT**

The world we live in has become an ocean filled with undulating waves of motivational messages. People ply the earth with vain looks; every unfortunate encounter seems to be welcomed with lots of bitterness. What can be done to remedy this situation? This is where motivational speakers come to the stage. When people face various life challenges, they often resort to a motivational quote for a bit of inspiration. This study sets out to look at the rhetoric in some motivational quotes in a bid to elicit those elements that make them more resonant to the extent that some have become celebrated parts of society's lexicon. Using the rhetorical theory by (Selzer 2003), we discovered from the 100 quotes analyzed from Facebook that a subtle combination of good words mitting, motivational psychology and rhetorical appeals inspire people. Well-structured messages that use figures of speech and appeal to our inspirational nature can be meaningful and powerful in shaping our thoughts hence aiding us to appreciate some valuable things in our lives that have been underestimated.

**| KEYWORDS**

Rhetoric, Motivation, social media, Language use

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### **1. Introduction**

"Too many people think the grass is greener on the other side. Remember the grass is greener where you water it" Tonto Dikeh (popular Nollywood actress). Nowadays, motivational and inspirational messages have filled the public space. Influential business people, film stars or successful people dish out quotes daily, educating them on how to live a happy life. These messages carry along with them hope and Motivation. With the advent of social media, we can figure out countless websites, Facebook pages and groups, Instagram accounts, YouTube channels etc., open to millions of followers. It is estimated that social media has taken the world by storm, capturing more than 3.8 Billion. The number of likes and comments under a message shows how persuasive and motivational a quote is. But what makes a quote powerful? This study sets out to analyze some quotes in order to demonstrate the power of rhetoric in their persuasive success.

#### **1.1 Aim**

This study on rhetoric sets out to investigate the persuasive nature of motivational quotes collected from Facebook pages and groups. The various rhetorical strategies employed in the quotes will be analyzed to demonstrate the important role rhetoric plays in the persuasive success of a quote.

#### **1.2 Research questions**

To give this study a clear focus, the analysis will be articulated around these questions:

1. What makes a motivational quote persuasive?
2. What are the salient elements of rhetoric found in a quote?
3. What are the implications of rhetoric in a motivational quote?

### **1.3 Definition of terms**

#### **1.3.1 Motivation**

Motivation is an essential part of human living. Virtually on a daily basis, people use the word "motivation" in one form or the other. "Motivation is the act of stimulating someone or oneself to get a desired course of action or to push the right button to get the desired reaction" (Michal, J. Jucius). The Oxford dictionary defines motivation as "a reason or reasons for acting or behaving in a particular way". According to Teo, Lim and Lai (1999), "motivation is defined as the power that triggers action that follows". Mayer (2011) defines Motivation as "an internal state that initiates and maintains goal-directed behaviour" Furthermore, Motivation can be defined as "everything that drives and sustains human behaviour" (Gard, 2001). From the various definitions, we can retain that Motivation is a force that activates and maintains behaviour.

For the purpose of this study, it is important to bring out the difference between Motivation and inspiration since they are two terms that are frequently used on social media to influence attitudes. Inspirational is something that makes someone want to do something or gives someone an idea about what to do or create: a force or influence that inspires someone.

Sam Taggart, a successful entrepreneur, brings out the difference between Motivation and inspiration. "motivation is a push factor," he explained. "it is an outside force that is compelling you to take action, even if you do not necessarily want to. Inspiration, on the other hand, is more of a pull or driving force. It is something that comes from within that gets us to proactively give our best effort. When someone is inspired, they are with you for the long haul."

Motivational quotes are external motivational forces as it still has to cause the individual to internally react to a situation. These motivational quotes are a means to inspire the individual to act in the desired way. In this work, we are going to work on motivational quotes, which are considered according to us to be a message passed by an individual which motivates and inspires people to change an attitude or transform their lives. For a quote to be motivational, it must have persuasive content and rhetorical intent on the audience.

#### **1.3.2 Social media**

According to the oxford dictionary, social media is websites and applications that enable users to create and share content or to participate in social networking. Dollarhide (2021) says social media is a computer-based technology that facilitates sharing of ideas, thoughts and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content which includes personal information, documents, videos and photos. The largest social media networks include Facebook and Instagram. Dollarhide (ibid) estimates that by 2023 the number of internet users in the USA will reach 237 million. Digital 2020 states that more than 38 Billion people use social media. According to PEW Research Centre, social media users tend to be younger (nearly 90% are between 18 – 29 years of age. The most popular social media websites as of January 2021 are Facebook (2.74B), YouTube (2.29B), WhatsApp (2B), Facebook Messenger (1.3B), Instagram (1.22B), Tiktok (689M), QQ (617M), Douyin (600M), Sino Weibo (511M).

There are 6 types of social media though this can be broken in many ways, including social networking, bookmarks, social news, media sharing, microblogging and online forum sites; others include instant messaging, wikis, podcasts, widgets, virtual world, photo sharing sites, video-sharing sites and more.

#### **1.3.3 Rhetoric**

Rhetoric is the study and art of writing and speaking persuasively. Its aim is to inform, educate, persuade or motivate specific audiences in specific situations. It originates from the time of the ancient Greeks. Bitzer (1967) states that to use rhetoric, you must first:

1. Analyze the rhetorical situation you are in - an effective speech is one that responds to its rhetorical situation (context)
2. Identify what needs to be communicated

Rhetorical situations provide a strategic response using rhetorical tools. When you analyze the rhetorical situation, think about the following:

The rhetor (yourself) – the person speaking to the audience. Your personal characteristics and beliefs will influence what you decide to say, such as: Age, Gender, Geographical location, Education, Previous experiences, Socioeconomic status, etc. have a lot of impact on your audience. This is the case with motivational quotes; the rhetor has a major role in the persuasive success of the quotes.

## **2. Literature Review and Theoretical Network**

### **2.1 Rhetoric and Social Media**

Rhetoric has been used to persuade, inform, and educate people since ancient times. Several works have strived to demonstrate the power of rhetoric in texts but have not been able to emphasize the importance of the canons of rhetoric in their success.

Suryaningrant (2019) accrued research to determine the language styles and meaning of motivational quotes from social media influencer NZ. His data was drawn from 40 quotes on Instagram. According to him, NZ's quotes are based on life, love and humanity. The language style consists of metaphor, paradox, repetition, hyperbole, personification, but he insists that metaphor is the most widely used figure of speech. He recommends that the issue of motivational quotes should be expanded because it can be a compliment for clarifying the explanation of language style phenomena in social media life. It is important to note that Instagram is a social media platform that has a lot of influence on the lives of individuals, so is Facebook. Expanding research on motivational quotes, their impact, style and consequences on the followers need to be explored.

In the same line, Rahman (2019) looks at figurative Language used in motivational quotes. Many people don't know what figurative language is. He, therefore, decided to look at the type of figures of speeches used, the contextual meaning and to know the impact of such usage on readers. Using a combination of semantic theories, he found out that simile was the most used despite the several figurative languages used. The researcher found literal meaning to help understand the quotes. Rahman (2019) doesn't undermine the responses of the audience. Quotes touch on everyday life and are also easy to apply. The language style of the quotes is appropriate, thereby attracting the recipients' attention.

It is evidence that, as Rahman (2019) maintains, if the user is not right, then the language style will be futile, even disturbing the reader. The use of language styles can also bring to life what is stated because motivational quotes can express meaningful ideas in a concise, clear and precise manner.

Turk (2020) states, "you can barely go on social media sites without being bombarded by motivational quotes. But behind every corny line, there's a human that has lifted or crafted it – and it turns out that inspiration is a highly lucrative industry; motivational quotes are endemic on social media, with Facebook and Instagram in particular riddled with profound messages, after set against a whimsical background. You know the type – those pictures of waterfalls and sunsets with sayings like "you can't have a rainbow without rain", and people keep sharing with comments like "so true". They might make many cringe, but so popular are motivational quotes online that, for some, they can be big business- liked, shared and monetized to create a whole inspirational quote industry.

This is a real picture of what the whole phenomenon is; we have popular motivational writers like Shawn 45 from Canada, who has over 4 million followers on Facebook with his page @quotes and sayings. According to Shawn, what makes a quote inspirational is more esoteric quotes; people react out of proportion positively towards basic quotes, but one can never tell which quote will have the greatest likes since everybody's at different levels in their own development, but most often, one line quotes resonate the most with people. Originality, too, is critical but should be built on our emotions. We tend to share things that pull on our emotions, whether it is fake news or inspirational quotes.

The works of Chapco-Wade (2018) looks at rhetoric within social media marketing. Marketers understand the power of rhetoric. Media marketers use the rhetorical tools of ethos, logos and pathos to build consumer-centric rhetoric that is meaningful and purposeful in its attempt to assist, enrich, influence and persuade. Persuasion on social media is in the hands of consumers, as they are actively taking control of creating and distributing marketing messages.

Rhetoric is the art of using Language to successfully persuade and impact others, and when it comes to social media, this art is often overlooked. Peterson (2012) explains that the rhetoric involved in appealing to others through sites such as Facebook cannot be analyzed in the same terms as a rhetoric used in daily life and non-violent argumentation. For instance, in order to catch a viewer's attention, a Facebook status must be short, to the post and intensely interesting. Therefore, rhetoric in Facebook is not as elegant detailed or developed as the rhetoric utilized in a face to face setting. Peterson states that one of the rhetorical benefits of social media is the opportunity it provides to build one's ethos (image) or pathos (emotions).

While rhetoric is constantly adapting as communication methods evolve in modern society, Peterson (ibid) warns that it is often difficult to identify rhetoric within these new mediums of contact. Within social media, rhetoric is often underutilized. She suggests that if social media users learn to take advantage of rhetoric within sites such as Facebook, they will build their credibility through the ethos and be able to create more of an impact. They will also gain the ability to use pathos to gather support. Social media can be a platform upon which to develop an influential position in society, but only if rhetoric is utilized effectively. From the look

of things nowadays, especially with the millions of followers motivational speakers have, rhetoric is being properly utilized to create an impact in society.

Emoji rhetoric is another social media phenomenon. Emojis have become quintessential elements of social media communication. Ge and Gretzel (2018) dissect, portray and label social media influencers' persuasive attempts to initiate engagement through emojis. They conclude that emoji use by social media influencers is complex and strategic and serves multiple persuasive and communicative purposes.

The works of Du Plessis (2015) focuses on social media within organizational contexts, organizational discourse and content marketing strategies. She explores the use of digital rhetoric in a social media network context environment with a view to obtaining greater insight into how traditional rhetoric may be applied. Looking at persuasive communication in different electronic formats, the study shows the effectiveness of rhetoric in a popular microblogging site to promote the 2011 Rugby world cup. She concludes that digital rhetoric can serve as a heuristic tool for other researchers in analyzing sports – marketing communication messages in the social network environment.

## **2.2 Theoretical framework**

The analysis of motivational quotes will be done based on the canons of rhetoric and the three persuasive appeals as propounded by Selzer (2003).

### **i. The Five Canons of Rhetoric**

The canons are tools for creating persuasive speeches. Let's take a look at each of the canons briefly.

1. Invention - the process of developing an argument. For this, you need to pick effective content and sort through everything you could say and decide what should be included or excluded. There needs to be a balance between what the audience needs to hear and what you need to say.
2. Arrangement - once you have determined the content, you must organize and order your speech to create the most impact, such as thinking about how long each section should be and what should follow on from one point etc.
3. Style - deciding how to present your chosen arguments, including thinking tactically about how your audience will respond to your word choices. Perhaps include visualization or other techniques to evoke emotions.
4. Memory - memorizing your speech.
5. Delivery - this includes your projection, gestures, eye contact, pronunciation, tone and pace etc.

### **ii. The three appeals**

According to Aristotle, rhetoric rests on the three appeals: ethos, logos and pathos (<https://www.virtualspeech.com/blog/ethos-pathos-logos-public-speaking-persuasion>). They are modes of persuasion used to convince an audience.

1. Ethos: your credibility and character
2. Pathos: emotional bond with your listeners
3. Logos: logical and rational argument

In the case under study, which is that of analyzing motivational quotes, we are going to analyze only the most salient features that have to do with written discourse. Spoken and written discourse have different characteristic features as such features pertaining to memory and delivery would not be given in-depth analysis in our study.

## **3. Methodology**

Quantitative and qualitative methods were used in this research. The data was collected online, from social media websites, notably through Facebook. The following Facebook pages and groups were resourceful in collecting motivational quotes:

- Quotes of life
- Positive quotes
- Motivational and inspirational quotes
- Motivational quotes
- Positive thinking inspirational life quotes and sayings
- Self-awareness self-improvement (SASI) self-discovery discussion group
- Positive and motivational quotes about everything
- The thinker quotes
- The success quotes

A total of 100 quotes were used for this study. The quotes touched on Humanity, love and religion. The quotes were collected based on the number of likes. To ascertain the persuasive nature of a quote, it must have reached a minimum of 500 likes or 1000 shares to be considered in our corpus.

After shortlisting the quotes, we sort to classify them based on the 3 major themes (Suryaningrant, 2019); love life and humanity, to which we added religion.

- Quotes on love talk about relationships, break-ups, marriage etc.
- Quotes on life-related to vices and virtues of life, how to live a happy life, happiness, sadness, riches, poverty etc.
- Quotes on religion were centred on Jesus, God, eternal life, salvation, life after death, salvation etc.

The quotes collected were later analyzed based on their positive character looking at the rhetorical strategies employed (canons of rhetoric, rhetorical appeals). Only the most salient rhetorical means were analyzed, and the results were used to demonstrate the importance of rhetoric in motivational quotes. Aspects of style, arrangement, invention, delivery, ethos, pathos and logos were analyzed.

#### **4. Analysis and Findings**

Rhetoric has been used over the centuries to evaluate persuasive messages. Using the canons of rhetoric and the three appeals to analyze the rhetorical success of motivational quotes proved very successful. It is important to note that there are different types of quotes. We identified friendship quotes, love quotes, life quotes and biblical quotes, which are all considered motivational aimed at inspiring the readers. The analysis will consider only the salient features that have a direct bearing on persuasion.

Concerning the **organization and arrangement** of quotes, they are generally short. Between 10- 20 words. They are written in one stanza of 2 or 3 lines for easy memorization. We have very few quotes that extend 5 lines. The words are arranged in a pleasing and convincing manner. We find parallel constructions where 2 halves of a quote are attractively balanced.

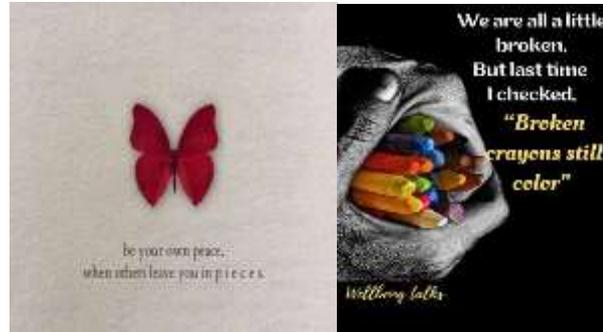
The **style** of quotes is simple and straightforward. Since there is a need for understanding by the audience, quotes make use of simple English, very few colloquial expressions and most especially a diction reflecting social reality. We also observe a wide range of rhetorical features such as allusion, metaphor, personification, symbolism, hyperbole and repetition. For example, motivational quotes make a lot of allusions to nature and to biblical sayings.

#### **Metaphor**



Metaphor in the above quotes has a persuasive intent since it is used for comparison. The quote "problems are like washing machines" compares problems to the cycle of a machine, and at the end of problems, things are always better and brighter. This is the same as the quote "life is like an elevator", where human life is being compared to an elevator that has to constantly stop and let down some people. In life, as we grow, we have to keep letting down some people out of our lives, those who are probably not useful or those who don't have the same destination or vision as us. All this is to make us better people. In a nutshell, metaphor has a way of bringing out certain qualities from an individual by means of comparison. It is a very common figure of speech in motivational quotes that is highly persuasive to the reader.

## Alliteration



Alliteration brings out melodious sounds in a quote, either by the form of repeating the same letter or the same word. Alliteration gives a quote a rhythmical and memorable quality and has the power of affecting recall. The quote "we are a little broken, but last time I checked, broken crayons still color" is a demonstration of alliteration with the repetition of the word "broken". The emphasis of the word "broken" is meant to inject mood and emotion in the quote and to show the reader that though broken, he still has some importance in life. The persuasive success of this quote lies in its capacity to arouse emotion with the words used through their repetition of the keyword.

Concerning **delivery**, motivational quotes most often make use of images to captivate the readers. Images of animals, trees, rain, flowers and also images of people (actors, businessmen, sports personalities, politicians etc.) are used to amplify the persuasive character of the quote.

A quote with a picture of Bill Gates or Mark Zuckerberg is much more captivating than one with an unknown person.

### Example



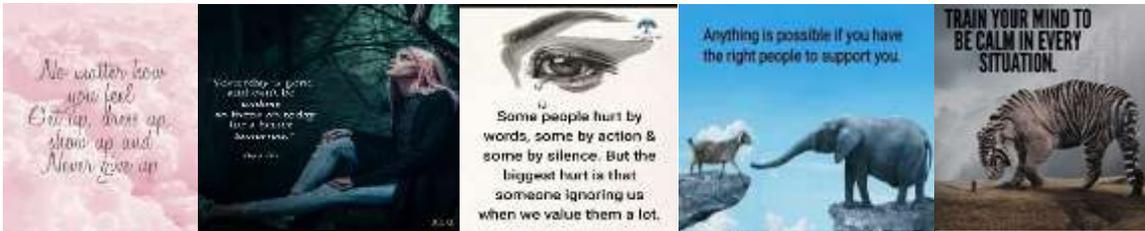
The three quotes portrayed above are all images of celebrities. They are actors and musicians who have millions of followers on social media. By using their image, the intention is to touch a large scale of readers who look up to these celebrities as idols or will like to identify with them. Their picture on the quotes is very strategic as it attracts and influences attitudes. With this visual, the message will certainly reach a large audience.

Motivational quotes are usually very colourful and attractive. These are strategies aimed at seducing the reader. The sight of a quote should be a motivational aspect on its own, and the images also serve as an inspiration. The colours chosen depend on the quote's theme. Some quotes illustrate the message with the right colours and images. Quotes pertaining to death have a black background, and those concerning happiness are either red, yellow or white; bright colours.

### Example



For example, the above quote, which refers to eventual happiness in life, is illustrated by candlelight shining bright. This image portrays the hope of a bright future through the insightful selection of the colours that make it up.



Looking at the above pictures, we can see how delivery is important in the rhetorical success of a quote. The picture illustrating sadness brings out a drop of tear to express hurt; the 4<sup>th</sup> picture expresses sadness through the woman's facial expression and the dark colours used; the picture on the extreme left painted with pink colours is that of a happy soul. It portrays a determined person who will never give up. Had such a message been written on a dark background, it wouldn't have had the same impact or conveyed the same emotions. The quote "anything is possible if you have the right people to support you" is illustrated by an elephant trying to help the sheep. The sheep is a weak animal that can never succeed to cross without the help of someone more powerful or mightier. Just the illustration speaks tones as we can easily identify what is being projected. Same with the quote illustrated by the tiger. No matter how dangerous the tiger is, the quote tells the reader to be calm in every situation. This aspect of delivery is very important.

In a nutshell, delivery is a very important rhetorical strategy with the aim of captivating the reader's attention and also inspiring with thus use of pictures.

**The invention**, on its part, looks at the rhetorical situation of the quotes. The various themes and subject matters expressed in the themes are what make up invention. Motivational quotes address a situation in life and try to bring a solution to the situation. We can say quotes relate to love, life, and religion from the quotes we analysed.

Love quotes are meant to uplift those in love, heal the brokenhearted, give hope to those searching for love, sensitize those who do not believe in love and comfort those who are living in situations of unshared love. Every situation in the love life of individuals is addressed through a quote.

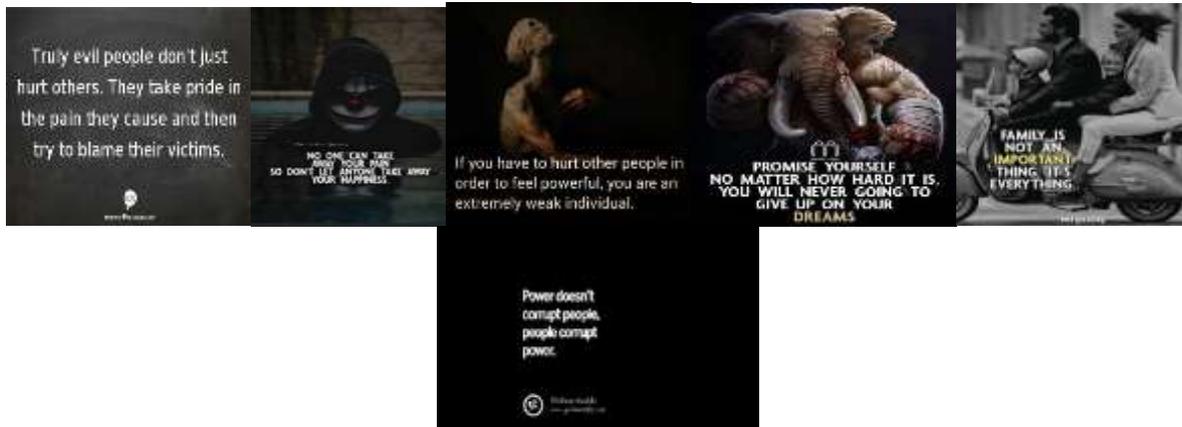
**Example**



The above quotes all explain the various situations of love. Love can be beautiful, it can be hurtful, and it can be full of happiness. All these quotes motivate those who find themselves in situations of love.

Quotes related to life reflect the various life challenges people face, such as friendship (hatred, hypocrisy, malice, forgiveness), job-related problems, prosperity, hard work, endurance, rejection, escapism, depression, stress, family life etc.

**Example**



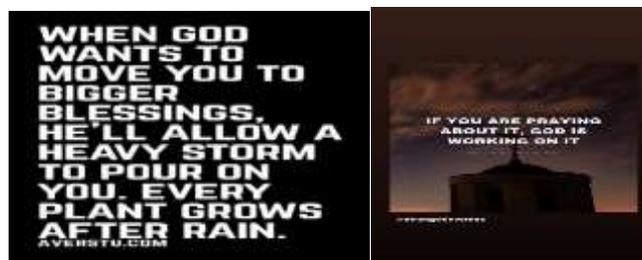
Motivational quotes based on societal facts like human wickedness, corruption, ungratefulness, hate etc. These are quotes that motivate people never to give up in life no matter the situation they may be facing. These types of quotes are the most appreciated because they tackle the innermost fears and desires of people. Those who are poor and hoping for a better future, those who have been hurt by friends, those whose careers are at a standstill and hope for a brighter future, those who no longer believe in negativity etc., find comfort, hope and solace in such quotes. A quote with the appropriate diction for a certain societal worry often has thousands of likes which ascertain its persuasive success. Some of these quotes teach us how to live righteous lives, and some give us moral lessons for personal growth and empowerment.

Quotes on religion are those that talk on salvation, repentance, change, life after death, inspirational stories, resurrection, righteous living and biblical quotes for personal elevation.

**Example**



Religious motivational quotes have the role of building one's faith, spiritual life and also reminds people to live according to the teachings of the Bible or Qur'an. In the midst of trials and tribulations, motivational quotes have a way of bringing hope, solace and comfort to an individual who is on the verge of giving up in life. Just a motivational story of blind Barthimaeus, the resurrection of Lazarus, from barrenness to fruitfulness of Sarah and many other biblical miracles are inspirational messages to impart hope to the hopeless. These quotes are aimed at giving hope to people despite the trials and temptations they go through.



**4.2 The 3 Rhetorical Appeals as reflected in Motivational Quotes**

The power of a motivational quote lies in its power to appeal to its audience. A quote must appeal to the author's ethos (credibility), logos (logical reasoning) or pathos (emotions).

Concerning the **appeal to ethos**, ethos resides in the author's credibility and authority. Quotes from very popular actors, business people and successful politicians attract lots of likes. For instance, a motivational quote from Bill Gates or Michelle Obama will attract more likes and shares than that of an unknown person in society.

Example

Quotes from celebrities



The credibility of a quote is also linked to the person saying the quote. The above pictures are from celebrities who are idols to many people. Due to their success stories in life, they stand a higher chance of motivating people. The quote by Cristiano Ronaldo has above four thousand shares because of his influence as the best footballer on earth. Other celebrities who have the power of motivating people thanks to their credibility are movie stars, successful businessmen, musicians etc. their messages are always considered to be a passport to success.

Quotes from Men of God.

The credibility of a motivational quote depends on the Facebook page, the author and the theme it touches. Credible pages count millions of followers.



The above pictures are examples of men of God. To the left is pastor TB Joshua of the synagogue church of all nations in Nigeria, while to the right is Pastor Henry Betang of HOPFAN church in Cameroon. They are very influential men of God who have the power to rally and motivate millions of people. Their quotes are highly persuasive. Looking at the **appeal to logos**, motivational quotes draw from facts, statistics or biblical quotations. Inspiring messages from the Bible are used to motivate people going through societal challenges.

Example



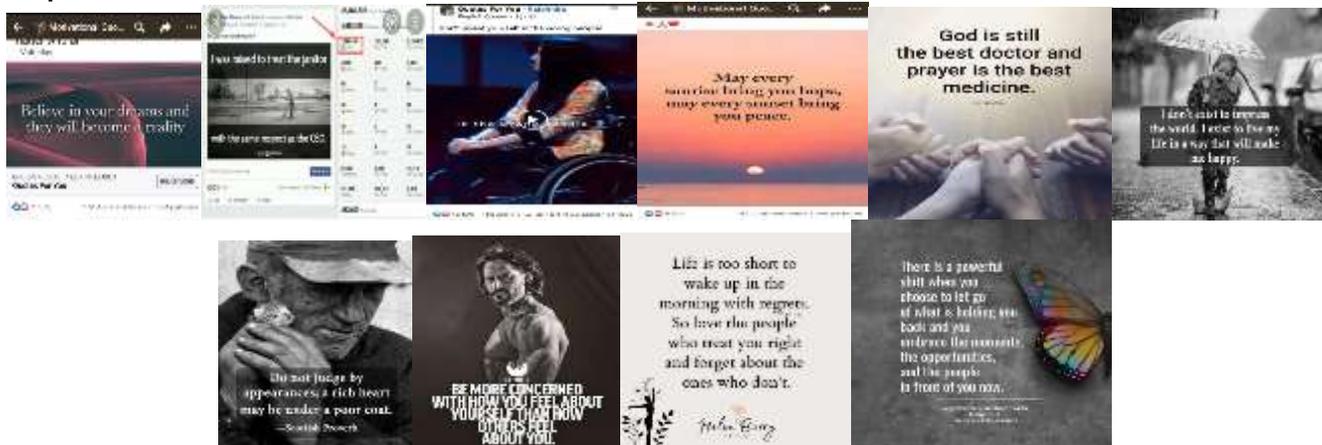
Most quotes that draw from highly celebrated biblical verses are very persuasive. Motivational quotes promising wisdom like Solomon, childbearing like Sarah or healing like the woman with the issue of blood attract thousands of likes.

Example



**Appealing to pathos** is the most used rhetorical appeal in motivational quotes. Just like Turk (2020) affirmed, we reiterate the fact that quotes are built on people's emotions. People tend to be persuaded by quotes that touch their emotions. This is observed through the number of likes, shares and comments. A quote that touches on daily happenings, societal or personal happenings is more likely to have more likes and shares since the audience relates to it.

### Example



The above quotes have the power to arouse emotions in the audience. Whether they are positive emotions or negative emotions, all have the power to motivate the reader to change. Pathos is considered to be the most important appeal in motivational quotes as a quote void of emotion has no impact on the person reading it. The quote "be more concerned with how you feel about yourself than how others feel about you" is highly persuasive as it calls on the individual to introspect into his life and not mind what the outer world thinks. Same as these quotes by Dalai Lama; "The purpose of our lives is to be happy", "Never put the key to your happiness in someone else's pocket", they are a call to seek happiness no matter the situation you are going through in life. Since people are always battling with one problem or the other, such quotes touch on everybody; everyone can easily be identified in them as such they are very successful.

Finally, we can say that appeals have a very great role to play in the persuasive success of a quote. A combination of all three appeals plays a great deal in the aesthetics and sustainability of a quote. Whenever you read a quote, try to look at the way the appeals are used to be able to bring out the persuasive characteristics in it.

### 5. Discussion of Findings

A rhetorical analysis of motivational quotes revealed that a combination of rhetorical strategies greatly contributes to their persuasive success. The study of 100 quotes from social media proves that the three appeals and the canons of rhetoric have an important part to play in the general aesthetics and mechanics of quotes. While the three appeals touch on the emotions and credibility of the author of the quotes, the canons on their part focus on the construction of the quotes.

A clear focus on style revealed that in order for a quote to have persuasive success, it should be short and constructed with the appropriate figures of speech. Delivery on its parts reflects the physical characteristics of the written quote while invention looks at the thematic construction of the theme. The general organization and arrangement of the quote should be in a bid to facilitate memorization. The canons work in symbiosis with one another to be able to render the quotes appealing and motivational, as attested by the thousands of likes a quote receives.

Working with the three appeals and the canons of rhetoric have demonstrated that though the rhetoric is as old as the world itself, it still has its place in the rhetoric construction of modern-day persuasive content. Its importance cannot be undermined and should rather be encouraged in crafting persuasive messages.

## **6. Conclusion**

This paper has been the scene for the analysis of a modern phenomenon that is gradually overtaking the world; social media. Social media is a medium through which most people share their works, and creativity is the order of the day. Motivational speakers find social media to build up their popularity by posting motivational quotes that are aimed at inspiring people and changing attitudes. What is of interest is the fact that the quotes, as has been demonstrated, touch on thousands or millions of individuals from all sections of life. Their construction is highly persuasive and can influence people, undermining their social status. This study has revealed that the persuasive success of motivational quotes is highly indebted to rhetoric. The various rhetorical strategies put in place by a motivational speaker determines the level of success of his quote. Quotes that are built on the canons of rhetoric and reflect the three persuasive appeals tend to be more persuasive. That is why motivational quotes are colourful, have pictures of well-known celebrities, touch on various societal ills and also appeal to the sentiments of the readers. It is, therefore, necessary to consider rhetoric in various aspects of the media world since the media is the fastest and surest way to pass across a message. Influencers off Instagram, Viber and other social media sites should draw inspiration from the rhetorical construction of motivational quotes to produce more persuasive content that will give them the necessary popularity they need.

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