



ABSTRACT

The present study which is theoretically underpinned by the Aristotle's rhetorical appeals combined Hyland's interpersonal model of metadiscourse and Charteris-Black's metaphor of political rhetoric, explored the interplay between rhetorical appeals and metaphors in the speeches of UN goodwill ambassadors. Results revealed that affective appeals were the most commonly adopted by the speaker to establish relation with audience. It was followed by metaphor, rectification and personification. Similarly, the study found metaphor as an indispensable rhetoric used not only to create affective appeals but also to accelerate credibility and rational appeals. Findings suggest that emotional communication and cognitive renounce in political speech played a significantly key role in persuasion. Likewise, results suggest that credible and rational communication were indispensable in political speeches.