

”I play mind games?”:  
A study on rhetorical devices in Jose Mourinho’s  
oration

Bachelor’s thesis

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Tiivistelmä – Abstract <p>Englannin Valioliiga on yksi maailman seuratuimmista urheilusarjoista, joten kaikkeen sillä liittyvällä on laaja seuranta median osalta. Joukkueen ja valmentajan imagon kannalta on tärkeää, että valmentaja on kykeneväinen ilmaisemaan ajatuksensa tavalla, joka ei jätä varaa vaihtoehtoisille tulkinnoille. Lehdistötilaisuuksissa toimittajat voivat usein luoda kysymyksensä johdatteleviksi, mikä lisää hyvien retoristen keinojen hallitsemisen arvoa huomattavasti.</p> <p>Tässä tutkielmassa retorisen analyysin avulla pyrittiin selvittämään portugalilaisen jalkapallovalmentajan, Jose Mourinhon, käyttämiä retorisia keinoja lehdistötilaisuuskissa ja mitä tehtäviä ne palvelevat hänen puheessaan. Tutkimuksen data koostui 11 lehdistötilaisuudesta, jotka litteroitiin. Litteroidusta datasta identifioitiin siinä esiintyvät retoriset keinot, jonka jälkeen ne kategorisoitiin.</p> <p>Analyysin mukaan nämä neljä keinoa esiintyivät puheessa: hypophora, retorinen kysymys, metafora ja toisto. Näistä toiston ollessa selvästi eniten käytetty keino. Analyysi osoitti, Mourinhon käyttävän näitä keinoja hallitakseen keskustelua median kanssa. Keskustelun hallinnan mahdollistivat etenkin, tunteisiin vetoaminen, omasta korkeasta asemastaan muistuttaminen, sekä omien tunteiden näyttäminen.</p> <p>Jatkotutkimuksena olisi mahdollista toteuttaa tutkimus, jossa vertailtaisiin kahden samankaltaisessa asemassa työskentelevän ihmisen retorisia keinoja ja verraten niiden tehokkuutta. Mahdollista on myös suuremman datan keräämisen avulla tehdä laajempi kokonaiskuva Jose Mourinhosta.</p>	
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## 1 Introduction

English Premier League is the worlds' most competitive football league. Therefore, it has risen to have a massive fanbase around the world. Managers of the football clubs playing in the Premier League confront huge pressure to succeed. According to English media outlet called The Telegraph (2015), Premier League clubs had hired and fired 215 managers since 1995. Therefore, it cannot be described as a steady job. Press conferences are part of the weekly life of a football manager. The press conferences can be casual and friendly, but sometimes there has been some controversy surrounding a person who is part of the club whose manager is having the press conference, and this can cause more provocative questions which can lead to a slightly heated press conference. Anyhow, the conferences always stay in a civilized level, because the nature of the sports is completely different from example UFC fights, where the press conferences work as a commercial to the event itself.

Chelsea is one of the biggest and most successful teams in the last two decades. The manager who has had the most impact in the club is undeniably a Portuguese manager named Jose Mourinho. Jose Mourinho is a figure who causes some kind of emotions in everyone who follows the sport. Due to his early success with two clubs that had not been too successful before he managed them, Porto and Inter Milan, he has earned himself a status of one of the best and most successful managers around. Mourinho won the Champions League twice, once with Porto and once with Inter, and it is considered to be one of his greatest achievements, because the Champions League is valued to be the single greatest football club tourney there is. This study focuses on Jose Mourinho's his oration in his press conferences and more specifically, on the rhetoric devices he utilizes the most.

The use of rhetoric has been analysed in the context of sports, but not merely as often as in the context of politics. Gorsevski & Butterworth (2011) conducted a study about the rhetoric means Muhammad Ali used. Saira (2016) investigated the dominant masculinity in Conor McGregor's oration. The data of the current study is collected from 11 press conferences, nine of them held before a match and two being after-game conferences. The aim of this study is to provide information about the rhetorical devices that can be used in the context of sports management and skilful management of the press. This can be considered to be an important topic to study for those who are involved with press on a daily basis. This study also gives a refreshing content to the field of rhetorical analysis.

The study is divided into six chapters and their supporting subsections. The second chapter is going to explain the background for the study by going through history and former studies applied in this field of study, as well as set out the theoretical framework utilized conducting this study. The third chapter introduces the setup of the present study. It involves the research questions, data and methods used in this study. In chapter four, the analysis section, the data is analysed, and the answers to the research questions are provided more accurately. Fifth chapter is a table that provides information about every rhetorical device found in the transcription. The final Chapter of the study is the conclusion part where the results are summarized, discussed and a suggestion for continuing the study is presented.

## 2 Background

This section will present the concept of rhetoric and offer its history briefly. Rhetoric analysis is then explained since it is applied in this study. Rhetoric analysis is followed by a definition of rhetorical devices, thus they are the tool used conducting this study. press conferences in the English Premier League is also discussed briefly and finally past studies on usage of rhetoric in oration.

### 2.1 Rhetoric

This chapter will explain rhetoric as a concept through early definitions of it as well as introduce the reader to its history. It is also explained how rhetoric can be used and why it is an important field of study not just in the academic world but in everywhere one can communicate. Aristotle's book *rhetoric* is used as a base for this study since it is the groundwork for all rhetoric study and it still applies to this day.

Rhetoric is the ability to see what is persuasive and possibly persuasive in any give situation (Aristotle 1354a). This definition of rhetoric is applied in the study since its purpose is to discover the most important ways one uses rhetoric devices. Therefore, it is based in the researcher's ability to perceive those devices from the data. Aristotle notes that it is important to distinguish rhetoric from dialectic, since it is not pure argumentation but rather its job is to

produce new answer to a question (Meyer 2012). It is stressed that rhetoric is to be held as a counterpart to dialectic (Aristotle1354a)

The first major source for rhetoric studies is Aristotle's *rhetoric* and it is from ancient Greece. Afterwards, Roman teachers, such as Quintilian and Cicero have used features and elements from Aristotle's work. In *Rhetoric* there is three different persuasive appeals invented by Aristotle: Ethos, Pathos and Logos. Logos is synonymous to logical argument and it inspects if the message makes sense and is the message based on facts, evidence or statistics. Pathos is the emotional connection to the audience and ethos is the presenter's credibility. Andrew Dlugan argues in his article that ethos could be defined as the most important one through the following example:

The first speaker — a grade nine student — gives a flawless speech pitching strategy A which is both logically sound and stirs emotions.

The second speaker — a Fortune 500 CEO — gives a boring speech pitching strategy B.

Which speech is more persuasive? Is the CEO's speech more persuasive, simply because she has more credibility (ethos?)

(Dlugan 2012)

However, this can be proven to be false. In the context of the example, the given answer seems logical but one can argue that if you change the context to a global matter and give a right kind of platform to the nine grade student, the students speech that is flawless is more persuasive and the social status of the speaker is therefore irrelevant in that case (see case Greta Thunberg).

One can see that Aristotle's classification of rhetoric differs from Cicero's (Copeland 2007). As Copeland presents in her publication, there have been some comparisons made throughout the history that how rhetoric is presented. However, these few comparisons between different parts of the past do not generate a full historical narrative. Even though there is no clear historical narrative in rhetoric, nowadays it is possible to find out who are the main researchers of this topic and when did they published their work.

Based on the information available, Sarah Trenholm (2013,7) has divided the history of rhetorical studies into four different periods, first being the classical period which includes ancient Greek and Rome. Two most influential figures in the field of rhetoric were Aristotle and Cicero. Cicero's most significant piece of work in the field of rhetoric is undeniably *five canons of Rhetoric* which is called the first communication model. It divided rhetoric into arrangement, invention, memory, style and delivery. According to Cicero, Arrangement is about arranging ideas and thoughts into usable arguments. Invention's task is to find different forms of persuasion. Memory part means that one has to be able to give plausible speeches from memory instead of reading from a paper. Style section is about different stylistic features that can be used in speeches such as vocabulary and tone to influence the audience of the speech (106-43 B.C). During the classical period (500 B.C- 400 C.E), emphasis was put on analysing audience and credibility (Trenholm 2017,6).

Medieval period (400-1600) and renaissance were the time Christianity rose and it took the focus away from rhetoric as it mainly occurred in forms of preaching and letters. Therefore, the focus in that time was perspective rather than theoretical. Some major scholars of that time were Augustine and John of Salisbury (Trenholm 2017,6).

During modern period (1600-1900) newspapers and books became more available and this led to written word becoming the most important medium in that period. Psychological and epistemological rhetoric looked into the reactions that persuasive messages make in the audience. Rules for delivering persuasive messages also started to develop by elocutionists and the major figure in that area was Francis Bacon (Trenholm 2017,6-7).

As the modern departments of communication formed in contemporary period (1900-present), rhetoricians started to use humanistic methods to analyse rhetorical features of public discourse. Communication theorists have taken a different approach and are analysing communication behaviour as a social science through scientific methods (Trenholm 2017,7).

## 2.2 Rhetorical analysis

Jonah G. Willihnganz (2008) defines rhetorical analysis the following way: "A rhetorical analysis is an examination of how a text persuades us of its point of view." (Willihnganz 2008). Rhetorical analysis focuses on investigating and identifying different ways a text can

communicate and what kind of strategies the text uses to connect into an audience. After recognising the main characteristics of a text, one needs to frame an issue and make claims on it and support the arguments based on the features found in the text (Willihnganz 2008).

Short (2007,1) suggests that the goal of the rhetorical analysis is to specify how the author has wrote the text which strengthens Willihnganz's main points. The Howe Writing Center of the University of Miami (2019) suggests that a rhetorical analysis is not only analysing and describing the text, but in addition it is also an evaluation of the text. The evaluation one makes is representing the arguments that are made from the text (University of Miami 2019).

### 2.3 Rhetorical devices

J. Somers (2019) defines rhetorical devices as follows: "A rhetorical device is a linguistic tool that employs a particular type of sentence structure, sound, or pattern of meaning in order to evoke a particular reaction from an audience". R. Harris (2013,3) suggests that rhetorical devices can be divided into three different categories. The first category involves emphasis, association, clarification and focus. Physical organization, transition and arrangement or disposition are part of the second category and the third one includes decoration and variety. Devices can fall into a single category, but more commonly rhetorical devices have multiple effects and therefore can operate in all three of the categories.

Harris (2013,3) states that it is quite difficult to say why some devices should be used in specific situation or context since it can have effects that are not recognisable from a text. He encourages to practice them and while doing that develop a sense in oneself that will tell how and when to use them. Harris' *A handbook of rhetorical devices* is constructed from 60 rhetorical devices with an explanation and example of each device. Identification and categorisation of rhetorical devices was conducted in this study using Harris' handbook.

### 2.4 Press conferences in the English Premier League

The English premier league is England's national football league and it is being held as the most competitive football league there is. Premier league had a live audience of 1.35 billion people globally during the 2018/19 campaign and that figure includes only standard in-home viewing, it is also shown in a total of 188 countries (Premier league 2019). Together these figures make the Premier League the most followed sports league in the world. With this big of an audience the media coverage is playing a big part in every clubs' image.

Cambridge dictionary (2019) defines a press conference as “a meeting at which a person or organization makes a public statement and reporters can ask questions”. The managers and players have to attend press conferences regularly with some absentees allowed due to an illness, injury or family matters. The press conferences in the Premier League are before and after every match and in special occasions, such as a manager has been fired or if anything out of the football world concerns a club.

Jose Mourinho is a Portuguese football manager who is known to be fierce, but an extremely clever person. Therefore, his actions and words are being monitored closely by the media and he is known even outside of the football world by phrases where he calls himself “the special one” or “the happy one”. It can be argued that the games he plays with the media are only to distract them, so that they leave his players alone which makes it easier for them concentrate in playing football. The data of this study is gathered from Jose Mourinhos’ press conferences while he was working as the manager of Chelsea Football Club.

## 2.5 Previous studies in rhetoric in public speeches

Many studies concerning rhetoric in public speeches have been made before with the main focus clearly being in political speeches. Even though politics is the main focus on this field of study, there are some exceptions. Rhetorical oration studies have been conducted about figures who are or have been significantly famous and influential.

Gorsevski and Butterworth (2011) have wrote about how Muhammad Ali’s way of using rhetoric ways in his public speaking had an enormous impact on how two major civil right movements (Black Power and anti-Vietnam war) evolved (Gorsevski & Butterworth 2011,69). The study found out that the rhetoric Ali used can be reflected to Martin Luther Kings and Malcolm X’s work. The key finding in this study was Ali used the ethos of violence to endorse a non-violent lifestyle. Another good example from the field of sport studies is Siebenberg’s (2009) study on how the Finnish governmental department is building a national identity in the context of Olympic sports through rhetoric in their statements. The study found out that as athletes succeed, it is used as building a positive image about Finland as a whole and if they are not successful, people who work for the government are expressing their disappointment through traditional sayings. Therefore, it can be stated that people who run the country can be described as patriotic (Siebenberg 2009,82).

Politics is studied the most in the field of rhetoric oration. A large amount of these studies is about big political leaders throughout the history, such as Barack Obama, Abraham Lincoln and Donald Trump. Kazemian (2014) conveyed a study about five of Obamas speeches given in 2012 and investigated them throughout. A special focus in this study was given to grammatical metaphor, which in incorporates nominalization and process types. Kazemian (2014,1178) states that Obama's rhetorical strategies help him, especially, to change topic easily and fast while others are supporting his statements. Modal verbs and passive voice play a major part in the oration. Passive voice usually makes it easier for the audience to relate to the speaker and therefore it can be considered as an important element in a speech (Kazemian 2014,1178). Castañeda (2016,7) wrote about Trump's use of rhetoric in his hate speech. The study is utilising Aristotle's rhetoric as a baseline to find the rhetoric ways used by Trump. The article claims that "hate speech may unite people to see the problem" (Castañeda 2016) but that is not the way to solve such issues concerning globalization and that Trump should rather use reason to make "America great again". A research analysed Lincoln's lyceum speech as a model for democratic rhetoric. The speech itself discusses about the necessity of lawfulness for institutions that have started to be controlled by mobs and limit the civil and religious liberties. Schneider states that Lincoln uses artful rhetoric to carry the audience to the conclusion part which suggests that he encourages the audience to make the arguments themselves rather than put it out them (Schneider 2011,519).

The final paper reviewed is Heracleous and Klaerings (2017) investigation of Steve Jobs' "the circle of life" speech that he held in Stanford. The aim of the study was to understand the rhetorical means used in the speech and through those means, understand how it became so popular. The analysis presents that the process of identification should be more valued concerning leaders' competence in rhetoric. Jobs is using canons and rhetoric devices sophisticatedly according to Heracleous and Klaering (2017,1).

### 3 The present study

In this chapter the aims and research questions of this study will be described. Data gathering and methods of the analysis are also presented.

### 3.1 Aim of the study

The aim of the study is to provide research information about the rhetorical devices that can be used in the context of sports management and skilful management of the press. More specifically, this study is focusing in the rhetorical devices Jose Mourinho uses in his press conferences while he was at charge of Chelsea football club. Rhetorical devices used in oration are studied widely but not in the context of sports management. Therefore, this study can bring valuable insight to managers, especially in football, on how to utilize their speeches under the public eye. My research questions for this study are as follows:

RQ1: What are the rhetorical devices Jose Mourinho utilizes most often in his press conferences?

RQ2: What is the purpose of those devices utilized in the public oration?

### 3.2 Data

The data of this study consists of nine pre-game and two post-game press conferences held by Mourinho, all of these events were televised and had millions of viewers globally. The data is collected from a YouTube channel called PressBureauTV. In all, the material amassed three hours and two and a half minutes. Earliest piece of the data is from August of 2013 and the latest from and the latest from July of 2015.

The press conferences cover multiple different topics depending on what is happening inside the team and how have they been playing. Major interest of the reporters lies on the players, if someone is injured or can't play for reasons that are not related to football. This kind of discussion is called "team talk". In addition, the British press is requiring certain kind of small talk that can be defined as "chitchat". Schedule of the team is also mentioned quite often, especially if the team is going to have games that are categorised as difficult or important. After-game press conferences normally discuss the game quickly through with the manager and try to find out if the manager is happy with the result and how some certain players performed.

### 3.3 Method of analysis

Rosemarie Anderson describes thematic content analysis (TCA) as a “descriptive presentation of qualitative data” (2007). In this study, rhetorical analysis and thematic content analysis are combined, since it’s focus is on analysing the rhetorical devices used in public oration and the data is in a form of a transcript. In TCA, the data is usually in the form of transcripts, but additional data, such as, videos and images may occur (Anderson 2007). Anderson has provided instructions to concluding a TCA, those instructions include 15 steps. In those 15 steps the process is described extremely closely. An abbreviation would be of analysing the data with extreme caution and making notes to oneself that guide the analysis and afterwards do some of the steps again to be sure of the results. Short (2007) suggests that in rhetorical analysis one needs focus on how the text is written rather than what is been written. These two ways of analysing the text are combined in a detailed analysis of the transcriptions that are made from the press conferences

The handbook of Harris (2013) was used as the main tool to analyse the speeches. It’s objective is to help to identify and categorise the rhetorical devices in the oration. To enable the analysing process, the press conferences are transcribed into texts. Even though the focus of this study is fully on how Mourinho uses rhetorical means, it is important that the questions are also transcribed to be able to get the whole picture. 10 minutes of working the transcriptions produced one and a half minutes of text that is ready to be analysed. Therefore, the whole transcription took 20 hours and three minutes to execute. After the rhetorical devices are identified and categorised, the purpose of them is described and analysed in detail.

## 4 Analysis

The data clearly suggests that some rhetorical devices are featured more frequently in Mourinho’s oration than others. Those frequently occurring devices will be introduced and described in this section. The devices will be analysed based on the way Mourinho utilizes them in his speech. The rhetorical devices featured in this analysis are repetition, metaphor, rhetorical question and hypophora

## 4.1 Repetition

This section focuses on ways of repetition that occur the most in Mourinho's oration. It is also the most commonly used rhetorical device in the data collected. The data collected provided information about three different ways of repetition Jose Mourinho likes to use the most, those being; epistrophe, asyndeton and anaphora. Anaphora is the way of repetition that is used the most in this data.

Asyndeton is a form of repetition, "it consists of omitting conjunctions between words, phrases, or clauses" (Harris, 2013,6). Asyndeton gives the effect of unpremeditated multiplicity in a list of items. Because there is no "and" or a conjunction, an impression that the list is perhaps not complete appears. The omission of a conjunction between short phrases can give the impression of synonymity to the phrases in certain cases. Harris (2013,6) argues that in general, asyndeton offers the feeling of concision and pace to lists, clauses and phrases.

In anaphora, the words that start the sentence are repeated in the beginning of every clause, sentence or phrase. Harris (2013,17) writes that it can be used in multiple different ways with questions and negations being the most common ones.

There were 12 examples of different kinds of repetition. Excerpt one, two and three are taken from a slightly heated press conference which is held before a game against Arsenal, second of August, 2015. The phrase "slightly heated" is used because Mourinho and Arsenal manager Arsene Wenger had both, already few times, somehow insulted each other in their own press conferences and when asked about it, Jose Mourinho clearly gets agitated, which is being shown from the fact that he's answers get short and quick.

### Excerpt 1

"the same incredible, incredible numbers incredible quality of players"

The heavy use of anaphora suggests that Mourinho often tends to start listing with emphasizing the point he wants to make. Which is of course important so that the press won't make any kind of other assumptions that Mourinho himself wants them to make. In excerpt one, he really wants to praise the opposing team to put them in a certain frame of being really good and better than Chelsea to increase the amount of pressure on them, even though the press tries to make it sound like Chelsea is the stronger side.

## Excerpt 2

“I don't look to do this, I don't look two numbers I don't look to what I did against this manager or against that Club”

When the press tries to highlight the contradiction between Mourinho and Wegner in excerpt two, he uses anaphora when slightly agitated by the question. This suggests that he doesn't want to have questions concerning that matter anymore. Mourinho had already issued that during that press conference that he wants no further discussion about that subject by shortening his answers into minimum one word, two-word length answers where he states “no problems” when asked about Wegner. When this didn't seem to be a strong enough way for him to express himself, he is forced to use a stronger way to express his feelings and therefore he utilizes anaphora. The way he uses the phrase “I don't look” suggests that he can also be agitated because the reporter's tone of questions, which is suggestive, and trying to guide Mourinho into a certain direction with his answer.

## Excerpt 3

“I think it's the only moment since I arrive, last aa July 2014, 2013. Is the first time I don't think about the future of this club. Is the only moment, where I just think about the moment. I don't think about the future, I don't think about consequences, I just think about this game.”

Excerpts four and five are from a press conference that was held before the 2015 league cup final against Tottenham, 28<sup>th</sup> of February. Excerpts six and seven are from a press conference that was held on the seventh of August in 2014 before a Premier League against Liverpool. In excerpt four, Mourinho utilizes anaphora to emphasize the fact that he is fully focused on the game and nothing else at the moment. This statement is from a day before a cup final and therefore, he obviously doesn't want the topic to drift away from the match. Mourinho is known to draw the attention to himself rather than his players but here, in fact, he seems to be motivated on one task, which is winning the cup final. This indicates that he is confident about the game itself

## Excerpt 4

“Chelsea in the last ten years won just the league cup twice but many times was at Wembley won a FA Cups, won a Premier Leagues won a European competitions”

## Excerpt 5

“is the last Club to be European champion, is the last Club to win the Europa League is the club with a record of presence in, in semi-finals”

In excerpt five, Mourinho is standing up for his club, as he reminds the press for facts that are tried to be diminished. Chelsea has been the most successful club in the last decade (2005-2015) and Mourinho reminds the press about this. He uses anaphora with the word “won”. By repeating the word win in a past tense and listing the trophies Chelsea have won, he enhances the image of Chelsea. He wants to enhance it even though it was never in question in the conversation. By enhancing the image of Chelsea, he creates external value to Chelsea and its players. Mourinho can be considered a famous person all around the world, with strong association to football, but even without the idea of football he is recognised, to some extent, and therefore at the time was being the face of Chelsea football clubs rise to fame and glory, earning the club a status of a “big club”. Excerpt six continues the same formula as excerpt five. The way Mourinho talks is meant to bolster the ego of Chelsea football club at the same time as defending it. If a reporter somehow questions Chelsea’s credibility as a big club or Mourinho interprets a question that way, the result is a quick and strong answer from Mourinho where he boosts the club and reminds the people in the press who they are dealing with.

## Excerpt 6

“we have to work in the maximum of our possibilities, we have to give everything to our clubs, we have to make our families proud of a, of having us as good professional people and honest people and we have to sleep well every night, that's what we have to do”

In excerpt six, Mourinho is talking around the questions by inventing a formula of what him and his team need to do. This is very common from him and if he doesn’t want to answer directly, he can take the focus to a whole other topic by dodging the question. While dodging the question, he still gives content to the press which forces the reporters to stay focused what he is saying rather than start arguing with him.

## Excerpt 7

“wake up, eat something, team meeting, go to the stadium and play and after that you did your job”

Excerpt seven is from a press conference held before a game against Everton at 21<sup>st</sup> of February in 2014. Excerpt seven is an asyndeton since it has no conjugations in it. This asyndeton is a

straight answer to a question of the preparations Jose Mourinho makes, therefore it can be argued to be less relevant in this study. It can be treated as an indicator of Mourinho's character and way of thinking.

#### Excerpt 8

“He was playing Arteta to Sagna, Sagna to Arteta, Arteta to Gibbs, Gibbs to Arteta, Arteta to Gibbs and Gibbs to Arteta and Arteta to Sagna”

Excerpt eight is from a post-game press conference against Arsenal, the game was played at 22<sup>nd</sup> of December in 2013. In this asyndeton you get the feeling of Mourinho trying to lengthen the chain of passes which he is describing to almost ridiculous extent and by that enforcing the statement he made before. Before the asyndeton, he implied that Arsenal did everything in the game that he wanted. Even though the match ended up in a draw (0-0) Mourinho wants to make his team feel powerful and that they were the better team.

#### Excerpt 9

“we have difficult teams, we have a, we have champions, we have a the Russian Champion, we have a the Greek Champion, we have still champions in, in that group, we have a German team, Leverkusen as a German team is always, is always very difficult, we have the Turkish champion with uhhh, with king Didier”

Excerpt 9 is from an after-game press conference against Steaua Bucharest. The match was played at 10<sup>th</sup> of December in 2013. Excerpts 11 and 12 are from a press conference before a match against FC Basel which was held at 18<sup>th</sup> of September in 2013. The use of the phrase “we have” can be argued to be an attempt to weaken Chelsea's position in their opponent's eyes. Mourinho brings up teams they might phase in the next part of the Champions League and does it with utmost respect instead of bolstering Chelsea. This is an indicator that he is not as confident as he normally is. The repetition of “we have” is also meant to indicate that the competition is still only starting, and it is too early to speak about the competitions end phases too specifically.

#### Excerpt 10

“I have no obsessions in football, I never had, I don't have, I don't like my teams to have”

## Excerpt 11

“You say the same thing twice in ten minutes, or you think I’m deaf, or you think I don’t understand what you say or you think I don’t know that before you”

In excerpts 10 and 11 the mood in the conference room was a bit agitated and that is visible from the extensive usage of negative forms. In excerpt 11 he is being asked that if he has an obsession to win the Champions League on more time which he is answering by saying no, but once it doesn’t work, he must use anaphora to be able to make his point clear and to be able to move on with conference.

It was brought in the early stages of the press conference that Chelsea is experiencing the worst start to their league season in their history and as Mourinho tries to dodge the topic by telling the press that the Champions League and Premier League are two different leagues, the topic is brought back up and due to this Mourinho gets agitated. It can be argued that Mourinho even feels a bit insulted by that topic being brought up again, because he uses a string of rhetorical questions and creates anaphora with them. With that anaphora of rhetorical questions, he counters the unpolite reporter by trying to make him feel stupid.

## Excerpt 12

“I don’t care, I don’t care. In this moment I don’t care. I have a match to play on Monday, I don’t care with new players, with markets, I don’t care.”

This is the last excerpt from repetition. The sample was taken from a press conference that was held before a match against Manchester United at 23<sup>rd</sup> of October in 2013. Mourinho is trying to avoid answering to a question about the possible purchase of Willian, because it had not yet been confirmed by the club. Even after using anaphora to strengthen his statement and an attempt to steer the conversation back to the match, eventually, he ends up answering the question which is an exception to a pattern that has been visible in the data collected

## 4.2 Metaphor

Harris (2013,33) describes metaphor as a device that is used to: “compare two different things by speaking of one in terms of the other.” Metaphor is one of the most common rhetoric devices used. Metaphors task is to explain but is also a tool to enrich readers or listeners imagination. Metaphors can make the unknown familiar and show relationships between things one might not have known to exist.

## Excerpt 13

“Beautiful, young eggs, eggs that need a mom, in this case, a dad, to take care of them, to keep the warm during the winter, yeah? To bring the blanket and to work and improve them and one day will arrive the moment where the weather change, the sun rise you break the eggs and the eggs are ready to go for alive at the top level.”

Excerpt 13 is from a press conference before a match against FC Basel which was held at 18<sup>th</sup> of September in 2013. In this example, Mourinho uses eggs as a metaphor for his young players. The conversation was about developing players and when the next reporter asks a question about Mourinho’s groceries. Mourinho continues naturally to talk about the eggs as they were his young players. The use of this metaphor suggests that he keeps the youngsters at a high value to the club and therefore himself as well. In addition, the use of this metaphor can be held as an improvisation.

## Excerpt 14

“and hopefully even the players that aa like to complicate things, hopefully even these players they try to make the final, big final”

Mourinho is talking about players “who like to complicate things.” Instead of addressing these players or what they actually do, Mourinho chose to use a settle way of describing his ideas. “Players who like to complicate things” is a metaphor for players who dive looking for a foul and actions to the opponent from the referee as Mourinho states later on, when asked about what did the comment mean. It can be argued that he is talking about a certain group of people, since he addresses the issue in the following way: “you know exactly the same as I know. We are in the same industry in the same country, you don’t need me to say names because you know exactly the same as I know.” This statement also indicates that there has been a larger conversation going on about a Tottenham player who is diving too often. This excerpt is from a press conference that is held before the 2015 League cup final against Tottenham.

## Excerpt 15

“some product that is almost an ended product becomes aa, empty product and you have to start everything again”

Mourinho is being asked that why it is important for him to bring youth players up from the academy. In the situation he acts like he doesn’t understand the question at all and by that gives an impression that it is so obvious that it should not be asked even. Further on, Mourinho starts

to explain the importance of the academy in general and in relation to that he calls young players “products”. He talks about “ended product” which is a metaphor for a young player in the academy that is, in Mourinho’s opinion, ready to play regularly in the first team. Mourinho also refers to the importance of the sense of continuum in the club by saying that a player who is almost ready for first team football can become an “empty product” if the manager changes. Some could argue that this can be seen as undermining the youth prodigies since they are called “products”, which indicates that Mourinho is only thinking about them in a business sense. However, these kinds of claims seem harsh, as he also refers to the importance of the academy multiple times and talks about how the game is going to be an academy day. Therefore, it can rather be argued that he doesn’t want to mention names as it might be a too big of a push to their confidence and this is just a way for Mourinho to not let anybody get “cocky”. This excerpt is from a press conference held before a Champions League match against Sporting Lissabon CP. The press conference took place at 10<sup>th</sup> of December in 2014

Excerpt 16

“You know they like to cry, that’s tradition.”

In this excerpt, Mourinho’s comment can be interpreted as a little bit arrogant. The sentence is a straight metaphor about Arsenal’s will to complain a lot. Both managers have a history of mocking each other politely in their own press conferences. Mourinho had never lost to Wenger and his Arsenal and therefore this quote can be interpreted as slightly hostile and arrogant. The fact that Arsenal players and their manager, Wenger, were not really crying when they were interviewed makes this interpretation possible.

### 4.3 Rhetorical question

Rhetorical questions, or erotesis’, are self-evident and therefore do not usually have an answer from the writer. Rhetorical questions are often not expected to have an answer at all. According to Harris (2013,21) Rhetorical questions are used for emphasis, provocation or for effect. Often it is used as a mean to draw a conclusion of the facts available and through that, lead to further discussion.

Excerpt 17

“I play mind games?”

Excerpts 17, 18 and 19 are from a press conference that was held before a Premier League game against Liverpool at 26<sup>th</sup> of April, 2014. Mourinho had had a ticket for his comments in previous press conference and therefore, Chelsea had told him to be a little more careful of what to say. The reporter forms the question so that the emphasis is strictly on the words “mind games”, since it is said twice in an otherwise short question. Therefore, it can be argued that the reporter wanted Mourinho to grasp on it. When Mourinho uses the rhetorical question, he suggests that the reporter is the one playing mind games. By being a self-explanatory question, it fulfils the definition of a rhetorical question.

Excerpt 18

“And if we go one goal up?”

Mourinho questions the conversation he is having with the reporter, as the reporter has tried to provoke Mourinho before during the conference. The reporter is questioning if Mourinho is trying to give his players an excuse for performing poorly. It can be argued that Mourinho answers with a rhetorical question because he wants to make the conversation even more complicated to make the reporters work more difficult. The fact that the same reporter who was provoking Mourinho earlier suggests that Mourinho wants to show him that he is in charge of the situation by not really answering to him anymore. Another factor that has an influence on the situation is that Mourinho doesn't hear the question properly the first time. This excerpt can be classified as a rhetorical question because Mourinho doesn't expect to get an answer to it. Mourinho turns the reporter's question upside down by changing the subject of the question that was asked and then asking it as a counter question.

Excerpt 19

“So why don't you speak write about it?”

The context is that Mourinho is agitated by a reporter who is provoking him and when the reporter asks a question that can be classified as neutral, Mourinho takes advantage of it. This answer suggests that Mourinho has had enough from that reporter and wants to move on. The excerpt can be described as a rhetorical question because Mourinho already knows that the reporter is going to write about it, because it is his job and the reason for them having that

conversation is based on that. This excerpt can be classified as a rhetorical question because Mourinho does not expect to get an answer to this question.

#### 4.4 Hypophora

Hypophora is defined by Harris (2013,20) as a tool where one asks one or more questions and then proceeds to answer them themselves. It may seem similar to rhetorical question but it's not, since one does not need provide an answer into a rhetorical question.

##### Excerpt 20

“do I try to want to win again? Of course, I want, of course I want.”

This excerpt is from a pre-game press conference that was held before a Champions League game against F.C Schalke 04 at 16<sup>th</sup> of September. The most notable factor in this excerpt is that they are talking about trying to win the Champions League, which is the highest rated football tourney after the World Cup. Before Mourinho came to Chelsea, he had won it with Fc Porto and Inter Milan and therefore, the reporter suggests that his motivation to win that trophy might not be as high as it should be. Mourinho is taking the subject to the starting point by using hypophora here, because he does not want people questioning his or his teams' attitude and mentality. Therefore, he needs to be straight forward that he is the manager of a winning team.

##### Excerpt 21

“do you want to win the competition, you want to go to semi-finals, I want nothing, I just want to qualify for the next group phase.”

The press conference where this excerpt is from, was held at 18<sup>th</sup> of September 2013 before a game against F.C Basel in the Champions League group phase. Mourinho is reflecting on Chelsea's previous season when they won the Europe League and undermines its value. It can be argued that that is another effort from him to bolster Chelsea's status globally. The way Mourinho starts to talk about the objective of for the Champions League by himself, in the middle of a longer monolog suggests that, he anticipates a question that would guide the conversation into a direction which he does not want to go to. The reason for the hesitation to talk about one's objectives especially in a tournament model competition, is that it is

impossible to do something concrete. Since the tournament has a knockout system, one can only speculate what is going to happen in the game.

## 5 Table of rhetorical devices

This table presents all the rhetorical devices found in the transcriptions. The numbers on the left column are indicators of the press conferences they are from.

	Rhetorical devices	Anaphora	Metaphor	Asyndeton	Hypophora	Understatement	Rhetorical questions	Epistrophe
1	5	3						2
2	9	5		1			1	2
3	10	4	1	1			1	3
4	6	4		1				1
5	3	1			1	1		
6	13	4		2			6	1
7	2	1		1				
8	3	1	1	1				
9	4	2				2		
10	7	2	1		1	1	1	1
11	3	2		1				

## 6 Conclusion

The aim of this study was to investigate and recognise the rhetorical devices that Jose Mourinho uses in his press conferences while being the manager of Chelsea Football Club. In addition, the purpose was to figure out why those devices are used in those specific situations. The analysis indicates that Mourinho used seven different rhetorical devices. Those devices were rhetorical question, hypophora, metaphor, understatement and three different ways of repetition. Mourinho spoke underminingly about the Europa League four times, but that has not been analysed further, because of the small number of samples. Epistrophe is also disregarded from the analysis so that the focus is not too heavily on repetition.

The analysis showed that Mourinho used different ways of repetition to emphasise a certain point that can no longer be questioned after that. The role of this device is seemingly significant because it appears in the data most often. Mourinho's use of different metaphors can be argued to be occasional and not serve one single purpose. However, the situations where metaphors appeared were appealing to once emotions, since they were either used in a positive context, or in a very negative context. In press conferences, the reporters' questions can be leading and therefore it is important to guide the conversation rather than just letting it flow on its own weight. The situations where rhetorical questions came up can be described as slightly heated. This leads to the point that in these situations Mourinho became easily emotional and irritated. This suggests that rhetorical questions work as defensive mechanism to Mourinho. Hypophora came up in the context of winning mentality. Therefore, it can be argued that Mourinho uses hypophora as a way to bring up his or his teams' mentality. This can be related to his personal agendas and way of thinking, as it is a significant aspect of doing well in the sports world.

As English Premier League have one of the largest coverages around the world and Mourinho being one of the most successful managers of the 21<sup>st</sup> century, he has become a massive celebrity globally. By analysing the oration of one of the biggest names in the world of sports, this study is able to bring valuable insight into how occasionally extremely tense media can be handled professionally and bring entertainment to the fans. However, it is inevitable that

devices utilized are dependable of the user and that way attached to once personality, communication skills and professional capabilities. There are multiple ways of succeeding in such field and Mourinho's usage of rhetorical devices cannot be argued to work in every occasion. In fact, the results of this study should be treated as a one model of effective behaviour with the media.

The main argument that can be presented against the results of this study is that Mourinho is not a native speaker of English and therefore the rhetorical devices identified are false and can be interpreted as random. A defence to this argument is that Mourinho has years of experience of speaking English in front of the press. He first came to England in 2004 to his first spell in charge of Chelsea football club and left in 2007. The data of this study is from 2013, 2014 and 2015.

Compared to the previous studies discussed in this study, Mourinho doesn't have the same influence globally because he is not related to politics. His influence reaches the sports world and more specifically, the football world. It has happened multiple times throughout the history of sports, that big events and the ones that succeed in those events, exploit the platform to spread some kind of political agenda. Gorsevski's and Butterworth's (2011) study on how Muhammad Ali's oration had a major influence on two civil-rights movements of that time is impossible to compare to this study content wise, since the world has evolved and changed a lot since. However, the rhetorical devices utilized by Ali and Mourinho are close to each other. Due to this conclusion it can be stated that rhetoric is a vital part of linguistics, even though it still follows rules that Aristotle developed in the ancient Greece.

Siebenberg (2009) writes in his study that when Finnish athletes are not being successful, people working for the government are expressing their disappointment through sayings. The context is different in the sense of Siebenberg's study discussing about national sports, whereas Mourinho is talking about a specific league. As a contest, a league of a one country has many more events than, national sports. Therefore, it can be argued that meaningfulness of success in national sports can have a bigger impact to a country. A major difference compared to Siebenberg's (2009) study is that Mourinho wouldn't speak of his players in a negative tone. Whereas the leaders of Finland were much more likely to express their disappointment. When the context was in any ways negative, both studies show that the use of rhetorical devices increases in such situation.

Kazemian (2012) suggests that Obamas use of different rhetorical strategies is helping him to change the topic easily and fast when needed. The data in this study suggests that Mourinho's use of rhetorical questions can be interpreted to work in the same way. When Mourinho uses a rhetorical question, he is confusing the reporter in many occasions. Since the pace of the press conference doesn't allow the reporter to start asking for too much clarification, it can be argued that he uses rhetorical questions to change the topic and avoid a question he does not want to answer to.

Heracleous and Klaerings (2017) study shows that Steve Jobs used rhetoric devices sophisticatedly in order to make the speech more interesting and therefore easier to follow. Mourinho's use of rhetorical devices is more random because the speech Steve Jobs held was written beforehand. The major difference being that Mourinho's use of rhetorical devices in this data can be described as reactionary because of the nature of the press conferences. Similarities are still found from the reasons why rhetorical devices are used, as it can be argued from the analysis that Mourinho utilizes of metaphors to entertain and make the conversation interesting in some occasions.

In the future, this study could be expanded by selecting more data from Mourinho or, from someone else who has a similar possession and fame. If more data is collected from Mourinho it would provide a more accurate picture of his personality and additional information of how to handle the press. However, a comparison of the oration of two different persons that work in similar settings would provide a more wholesome idea about different ways of utilizing rhetorical devices.

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