



Nikol Pahinyan's
Use of
Social Media and
its Influence
on the
Armenian People

by

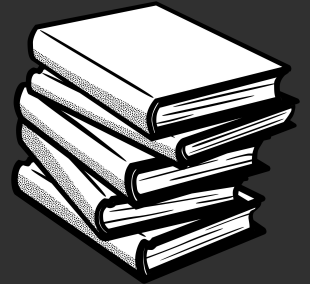
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Overview

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- ★ Research Questions
- ★ Methodology
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- ★ Conclusion



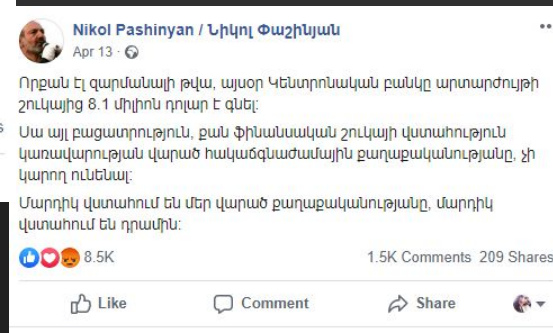
Introduction

The study aims to **better understand the communication** process of Prime Minister of Armenia, Nikol Pashinyan through the use of Facebook. It examines a selected number of his **Facebook status reports** posted from January to April of 2020.



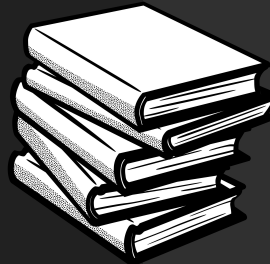
Methodology

- Examines 24 of his Facebook status reports posted from January to April of 2020
- Status reports were analyzed through applying the traditional Aristotelian rhetorical criticism
- 24 of comments written in response to the Facebook status reports were also analyzed



Findings

- Found an extensive presence of the **three modes of persuasion** in each of the succinctly written and rather short Facebook status reports of Pashinyan
- **Increasing** number of people in recent times are not in favor of his actions and are expressing their views, primarily in the form of criticism
- **Ethos** was the most prevalent amongst the three modes of persuasion in his Facebook status reports





The study **concluded** that his social media page is based on the one-way-communication model that is used to persuade the **public** and convince that he is a **trustworthy** leader.



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