Kairos and Telos in the 2024 U.S. Presidential Candidates' Debate: Timing and Purpose

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Abstract
This research aimed to analyze the rhetorical strategies used in the 2024 U.S. presidential candidates' debates between former President Donald Trump and Vice President Kamala Harris, with a particular focus on kairos and telos as types of rhetorical strategies. Additionally, the study calculated the most dominant types of rhetorical strategies employed by each candidate to justify their ideas and persuade voters about their electoral campaigns. The research subjects were the debates between the two candidates, focusing on their use of kairos (timing, social norms, and opportunity) and telos (purpose) as rhetorical devices. Donald Trump consisted timing (18), social norm (12), and opportunity (6), while Kalama Harris consisted timing (9), social norm (7), and opportunity (7). The results showed that both candidates used these rhetorical devices to deliver their ideas effectively at the right moment and with a clear purpose, enhancing their ability to persuade voters and increase their chances of winning the election.

Keywords:
Kairos, Presidential Candidates' Debate, Rhetorical Devices, Telos

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INTRODUCTION

The 2024 U.S. presidential election is shaping up to be one of the most competitive in recent history, driven by pressing issues such as social justice, climate change, and economic policy. In this high-stakes environment, presidential debates serve as pivotal platforms for candidates to present their visions, missions, and policies to voters. These debates are not merely about political arguments but also about persuasion, where rhetorical strategies play a critical role in shaping public perception.

Rhetoric, the art of persuasive communication, has long been an essential tool for political figures. Aristotle's rhetorical theory, particularly the elements of ethos, pathos, logos, kairos, and telos, provides a framework to analysis how candidates use language to inform, persuade, and inspire. This study examines the rhetorical approaches of Donald Trump and Kamala Harris during the 2024 presidential debate, focusing on the use of kairos (timing) and telos (purpose), as these components are often overshadowed by the more commonly discussed ethos, pathos, and logos.

Gelang (2013) presents a novel approach to rhetorical studies by integrating the concept of kairos within nonverbal communication and advocating for an abolitionist perspective on border rhetorics. It emphasizes the significance of kairos—qualitative, context-based timing—highlighting its interplay with rhythm to enhance persuasive effectiveness. The study posits that a speaker's awareness of the moment requires active engagement and an understanding of contextual dynamics.

Simultaneously, Cisneros (2021) introduces an abolitionist framework that prioritizes freedom of movement, positioning the dismantling of borders as its ultimate goal (telos). By bridging these concepts, this work challenges existing rhetorical frameworks and encourages a rethinking of how both nonverbal communication and border rhetorics are theorized and critiqued, ultimately expanding our political commitments within the fields of Rhetoric and Critical Communication Studies.

The analysis is based on the debate titled *"DEBATE REPLAY: VP Harris and former President Trump"* (ABC News, 2024). By identifying and categorizing rhetorical devices within this debate, the study aims to uncover the dominant strategies employed by each candidate to connect with their audience and achieve their communicative goals. The findings offer insights into how rhetorical elements influence political discourse and voter perception, contributing to a deeper understanding of the interplay between language and leadership in a democratic context.

LITERATURE REVIEW

Linguistics, encompassing syntax, semantics, and pragmatics, offers tools to analyze persuasive communication. Techniques such as repetition and rhetorical questions enhance message delivery (Amelia & Rakhman, 2024). Discourse analysis highlights how conversational style impacts persuasion (Mozefani, Prisanto, & Ernungtyas, 2020). Also as seen in Jumiati (2022) which aims to influence listeners and readers by encouraging engagement with expressed opinions, demonstrating how message delivery shapes its persuasive effect.

In the study by Purnama Saefudin, Pantau Putri Santosa, Lutvaidah, Albab, & Puadah (2025), the Cooperative Principle, developed by H.P. Grice in 1975, is described as a pragmatic theory explaining how effective communication is achieved through the cooperation of conversation participants. Pragmatics examines how context influences language interpretation, a key aspect of persuasion. Strategies like politeness and face-saving promote audience rapport (Henghono, 2023), highlighting the interplay between linguistic insights and rhetorical strategies in effective communication.

Rhetoric, rooted in Greek democracy, was formalized by Aristotle in Rhetoric, emphasizing audience analysis and persuasive appeals—ethos, pathos, and logos. These principles remain vital in contemporary communication across fields such as law and media (Azuka Okeke, 2022).

a. Rhetorical Appeals

Aristotle's framework identifies ethos (credibility), pathos (emotion), and logos (logic) as core persuasive strategies. Later expansions include kairos (timing) and telos (purpose). These appeals help speakers connect with audiences and achieve communicative goals (Sutrisno et al., 2014).

1) Ethos establishes credibility through character, knowledge, and goodwill (E. M. Griffin, Andrew, & Sparks, 2006).
2) Pathos evokes emotions like fear or pride to inspire action (E. M. Griffin et al., 2006).
3) Logos uses logical arguments, including enthymemes and examples, to persuade effectively(T. M. Griffin, 2008).
4) Kairos emphasizes the importance of timing and context in delivering a message (Rife, 2010).
5) Telos reflects purpose, guiding communication to align with audience expectations (Quarantotto, 2022).

The 2024 U.S. presidential debate between Donald Trump and Kamala Harris serves as a case study in contrasting rhetorical styles. Trump's approach, rooted in his business background, often emphasizes bold, direct communication. In contrast, Harris draws on her extensive legal and political experience to advocate for social justice, public health, and climate change, reflecting a more progressive stance. Their debate not only contrasts their policies but also showcases distinct strategies in engaging voters.

Rhetorical strategies in political debates are crucial for persuasion, with ethos (credibility) playing a central role in building trust. According to Condor, Tileaga, & Billig (2013), rhetoric is the practical art of effective communication, essential in influencing public opinion. Further asserts that persuasion and bargaining are fundamental for achieving consensus and authority in politics (Chilton, 2004).

Framing issues and emotional appeals are key techniques politicians use to influence audience perceptions. By strategically presenting topics and employing personal narratives, candidates create emotional connections with voters. The use of rhetorical devices such as anecdotes, rhetorical questions, and repetition enhances the persuasiveness of their arguments, increasing the impact of their messages. Successful

political rhetoric, therefore, relies not only on logical arguments but also on effective delivery and emotional resonance.

Several prior studies have explored rhetorical devices across various contexts, highlighting their role in persuasive communication. Novia (2019) analyzed Greta Thunberg's speech at the United Nations Climate Action Summit, emphasizing the interplay between rhetorical appeals and effective delivery. Thunberg's speech demonstrated the importance of timing (kairos) in framing urgency around climate issues. Similarly, Cheikh (2024) examined Irish parliamentary speeches advocating for the Palestinian cause, identifying the strategic use of kairos to emphasize the immediacy of the crisis and telos to underscore the ultimate goal of achieving a ceasefire.

In addition, research by Dwi Maghfiroh, Sauqi Ahya, & PGRI Jombang (2023) and Hidayati, Morelent, & Naini (2023) analyzed rhetorical strategies in public debates, focusing on kairos through timing and context-sensitive appeals, although these studies primarily centered on ethos, pathos, and logos. Febrianty, Putri Pascha F, Herdiana, Rayyana, & Sholihatin (2024) dissected Anies Baswedan's rhetoric in the 2024 Indonesian presidential debate, recognizing his use of telos in presenting a clear political vision and commitment to systemic reform.

Furthermore, Altaf & Lodhi (2023) extended rhetorical analysis to Shakespearean soliloquies, illustrating how kairos highlights moments of critical reflection, while telos frames characters' ultimate purposes. These findings emphasize that kairos and telos are crucial in enhancing the effectiveness of rhetorical strategies, especially in political discourse and literary analysis.

RESEARCH METHOD

This rhetorical analysis examines how U.S. presidential candidates utilize rhetorical strategies within kairos and telos during debates to strengthen their arguments and appeal to voters. A descriptive study design was selected as it effectively captures the characteristics of the sample under investigation, aligning with Omair's (2015) assertion that;

> "descriptive study designs are useful for simply describing the desired characteristics of the sample that is being studied" (p. 153).

This approach enables the researchers to achieve their goals by providing an accurate depiction of the rhetorical strategies observed in the debates. Additionally, a qualitative methodology was employed for the analysis. As noted by Chenail (2011), qualitative research is often exploratory, subjective, inductive, naturalistic, and descriptive or interpretive in nature (p. 1713). The study's subjective and interpretive aspects stem from the researchers' personal interpretations during the analysis. The primary data source for this research is the official transcript of the 2024 presidential debate, which was transcribed directly from the debate video. The transcript was cross-referenced with the original video to ensure accuracy and fidelity. The research focuses on the rhetorical strategies of two participants in the debate, namely Donald Trump (Candidate representing the Republican Party) and Kamala Harris (Candidate

representing the Democratic Party). The data collection process involved the following steps: First, transcription. The debate video was downloaded and transcribed verbatim. Next, validation where the transcript was meticulously cross-checked against the original video to ensure precision. The last, observation and identification. The debate was reviewed multiple times to identify rhetorical elements, focusing on utterances that demonstrated kairos (timing, social norms, opportunities) and telos (purpose).

1. Kairos

Kairos is not discussed as often in literature, but it has recently experienced a revival in interest which plays a significant role in persuasive evidence. In ancient Greece, a sacred site dedicated to Zeus was built in Olympia, where the first Olympic Games took place in 776 BCE. According to Pausanias (in Phillip & James, 2002:1), this site featured two shrines, one of which was dedicated to Hermes, the god of games, and the other to opportunity, also known as Kairos. Kairos, the youngest child of Zeus, was a crucial concept in ancient Greek culture, playing a vital role in classical rhetoric, literature, aesthetics, and ethics. In Homer, according to Levi (Phillip & James, 2002:5), kairos usually means "mortal," whereas in Theognis its meaning as "opportunity" begins to emerge, appearing later in the tragedies of Aeschylus.

a. Timing

Kairos is "the Greek word for time, place, circumstances of a subject" states by Rife (2010:262). Kairos refers to the opportune moment for persuasion, emphasizing the importance of timing in delivering a message effectively. Recognizing the right moment to present an argument can significantly enhance impact and reception. According to Fletcher (2022) in her web page, there are three dimensions make up kairos, namely timing, social norms, and opportunity (proof that found in kairos types).

Kairos focuses on relational time, not just chronological time. What this actually means is that specific relations, or appropriateness, between actions or words hinge on context and event circumstances. The key to kairos resides in being able to determine when a time occurs that is right for acting or speaking, thereby greatly amplifying the impact of a message. In Donald Trump's arguments at minutes 5:06 – 6:57 states:

> *"Our country is being lost. We're a failing nation."*

b. Social Norm

Social context is important for kairos. It means understanding the decorum, what is appropriate to do and say in any given situation. That is, it involves an awareness of what is acceptable socially at a given time and how to modify one's approach to adapt to it. For instance, in moments of tragedy or high emotional vulnerability, there are some topics that should not be brought up. In Trump's arguments at minutes 10:34 – 11:14 states:

> *"Look, I went to the Wharton school of finance and many of those professors... think my plan is a brilliant plan"*

c. Opportunity

Kairos also applies to opportunity, in terms of seizing moments for potential revelatory change or to advance an agenda. This demands a robust sensitivity to the times

and rhetorical shifts that constitute an opening for discursive or material action. In Trump's arguments at minutes 14:24 – 15:40 states:

> *"Bad immigration is the worst thing that can happen to our economy."*

2. Telos

Aristotle argues that telos also establishes an order within the developmental process. Just as a seed contains the blueprint for a tree, the form provides a structured pathway for growth. Without this order, the process could become chaotic or aimless, leading to confusion rather than harmonious development.

a. Purpose

Purpose found in Donald Trump's arguments minutes 5:06 – 6:57 at line:

> *"If she becomes president, this country doesn't have a chance of success".*

FINDINGS AND DISCUSSION

Rhetorical strategies, particularly those involving ethos (credibility), pathos (emotion), and logos (logic) (Aristotle, 2008), play an influential role in shaping public opinion within the political landscape. And there are two important developments from Aristoteles' theories, namely kairos and telos. Rhetorical appeals refer to ethos (credibility of the speaker), pathos (emotional appeal), and logos (logic) as well as two other appeals that Aristotle suggested namely kairos (timing or opportunity) and telos (purpose). This research will analyze the debate arguments of Donald Trump and Kamala Harris about kairos and telos types of rhetorical appeals. The US presidential candidate's debates taken from YouTube entitled "DEBATE REPLAY: VP Harris and former President Trump | ABC News Presidential Debate" held at the National Constitution Center, Philadelphia, PA on September 10th, 2024, lasted one hour, fifty-two minutes, and ten seconds. Results of the rhetorical analysis found kairos and telos types in the US presidential candidate's debates. The debate's arguments found kairos types in timing, social norm, and opportunity form. And telos types in purpose form.

1. Kairos

a. Timing

In Donald Trump's arguments at minutes 5:06 – 6:57 states, *"First of all, I have no sales tax. That's an incorrect statement. She knows that. We're doing tariffs on other countries. Other countries are going to finally, after 75 years, pay us back for all that we've done for the world. And the tariff will be substantial in some cases. I took in billions and billions of dollars, as you know, from China. In fact, they never took the tariff off because it was so much money they can't. It would totally destroy everything that they've set out to do. They've taken in billions of dollars from China and other places. They've left the tariffs on. When I had it, I had tariffs and yet I had no inflation. Look, we've had a terrible economy because inflation has -- which is really known as a country buster. It breaks up countries. We have inflation like very few people have ever seen before. Probably the worst in our nation's history. We were at 21%. But that's being generous because many things are 50, 60, 70, and 80% higher than they were just a few years ago. This has been a disaster for people. For the middle class but for every class. On top of*

that we have millions of people pouring into our country from prisons and jails, from mental institutions and insane asylums. And they're coming in and they're taking jobs that are occupied right now by African-Americans and Hispanics and also unions. Unions are going to be affected very soon. And you see what's happening. You see what's happening with towns throughout the United States. You look at Springfield, Ohio. You look at aurora in Colorado. They are taking over the towns. They're taking over buildings. They're going in violently. These are the people that she and Biden let into our country. And they're destroying our country. They're dangerous. They're at the highest level of criminality. And we have to get them out. We have to get them out fast. I created one of the greatest economies in the history of our country. I'll do it again and even better."

In the line,

"Our country is being lost. We're a failing nation.",

Donald Trump highlights a sense of urgency about the current state of the nation, suggesting that immediate action is necessary. This timing resonates with an audience that may feel anxious about national issues, making the message more compelling. And it is Timing.

b. Social Norm

Social context is important for kairos. It means understanding the decorum, what is appropriate to do and say in any given situation. That is, it involves an awareness of what is acceptable socially at a given time and how to modify one's approach to adapt to it. For instance, in moments of tragedy or high emotional vulnerability, there are some topics that should not be brought up. In Trump's arguments at minutes 10:34 – 11:14 states:*"That's just a sound bite. They gave her that to say. Look, I went to the Wharton school of finance and many of those professors, the top professors think my plan is a brilliant plan, it's a great plan that's going to bring up our worth, our value as a country. It's going to make people want to be able to go and work and create jobs and create a lot of good solid money for our – for our country. And just to finish off, she doesn't have a plan. She copied Biden's plan. And it's like four sentences, like run spot run. Four sentences that are just oh, we'll try and lower taxes. She doesn't have a plan. Take a look at her plan. She doesn't have a plan."*

In the line,

"Look, I went to the Wharton school of finance and many of those professors... think my plan is a brilliant plan"

is Social Norm. While Trump attempts to establish credibility by mentioning their education, there is no substantial appeal to societal values or norms that resonate with the audience. The argument lacks a connection to broader social expectations or sentiments that would strengthen its impact.

c. Opportunity

Kairos also applies to opportunity, in terms of seizing moments for potential revelatory change or to advance an agenda. This demands a robust sensitivity to the times and rhetorical shifts that constitute an opening for discursive or material action. In Trump's arguments at minutes 14:24 – 15:40 states:*"First of all, they bought their chips*

from Taiwan. We hardly make chips anymore because of philosophies like they have and policies like they have. I don't say her because she has no policy. Everything that she believed three years ago and four years ago is out the window. She's going to my philosophy now. In fact, I was going to send her a Maga hat. She's gone to my philosophy. But if she ever got elected she'd change it. And it will be the end of our country. She's a Marxist. Everybody knows she's a Marxist. Her father's a Marxist professor in economics. And he taught her well. But when you look at what she's done to our country and when you look at these millions and millions of people that are pouring into our country monthly where it's I believe 21 million people, not the 15 that people say, and I think it's a lot higher than the 21. That's bigger than New York State. Pouring in. And just look at what they're doing to our country. They're criminals. Many of these people coming in are criminals. And that's bad for our economy too. You mentioned before, we'll talk about immigration later. Well, bad immigration is the worst thing that can happen to our economy. They have and she has destroyed our country with policy that's insane. Almost policy that you'd say they have to hate our country."

In the line,

"Bad immigration is the worst thing that can happen to our economy.",

Donald Trump seizes the opportunity to connect immigration issues directly to economic concerns. By framing immigration in this way, Trump encourages the audience to consider the implications of current policies and suggests that addressing these issues is crucial for economic stability.

2. Telos

By understanding form as a guiding principle, we can appreciate how living organisms grow and evolve purposefully. This perspective encourages us to see the interconnectedness of life, where each stage of development is not just a random occurrence but a step toward fulfilling a greater purpose. It highlights the beauty and complexity of nature, reminding us that everything has its place and role within the larger tapestry of life.

   a. Purpose

Telos types found in Donald Trump's arguments minutes 5:06 – 6:57 at line,

"If she becomes president, this country doesn't have a chance of success".

Here, the purpose of Donald Trump is to persuade the audience that the opposing candidate poses a significant threat to the country's future. By framing the argument in terms of dire consequences, Trump aims to galvanize support and motivate action against the opponent.

Table 1. Kairos in Donald Trump Debate Arguments

T : Timing	Sn : Social Norm		O : Opportunity

No.	Sentence	Kairos		
		T	Sn	O
1.	"Our country is being lost. We're a failing nation."	✓		
2.	"We got hit with a pandemic. And the pandemic was not since 1917 where 100 million people died has there been anything like it."	✓		

3.	"Look, I went to the Wharton school of finance and many of those professors... think my plan is a brilliant plan."	✓	
4.	"I had no inflation, virtually no inflation. They had the highest inflation perhaps in the history of our country because I've never seen a worse period of time."	✓	
5.	"Bad immigration is the worst thing that can happen to our economy."		✓
6.	"For the first time you're going to see -- look, this is an issue that's torn our country apart for 52 years."	✓	
7.	"It may take a little time, but for 52 years this issue has torn our country apart."	✓	
8.	"Especially now with a 50-50 -- essentially 50-50 in both Senate and the House."	✓	
9.	"They couldn't get – they didn't even come close to getting student loans."	✓	
10.	"In fact, when they got a very negative decision on IVF from the Alabama courts, I saw the people of Alabama and the legislature two days later voted it in."	✓	
11.	"People want to take their country back."		✓
12.	"They should have fired all those generals, all those top people because that was one of the most incompetently handled situations."	✓	
13.	"Crime here is up and through the roof."	✓	
14.	"Just like their number of 818,000 jobs that they said they created turned out to be a fraud."		✓
15.	"They weaponized the justice department."		✓
16.	"They talk about democracy. I'm a threat to democracy. They're the threat to democracy..."	✓	
17.	"If she won the election, fracking in Pennsylvania will end on day one."	✓	
18.	"When are the people that burned down Minneapolis going to be prosecuted?"		✓
19.	"It would have never happened if Nancy Pelosi and the mayor of Washington did their jobs."	✓	
20.	"I'd like to see her go down to Washington D.C. during this debate."		✓
21.	"We need two things. We need walls. We need -- and we have to have it we have to have borders. And we have to have good elections."	✓	
22.	"Can you imagine a system where a person in an election doesn't have standing?"	✓	
23.	"He said the most respected, most feared person is Donald Trump."		✓
24.	"She hates Israel."		✓
25.	"Last month... 168 different countries sending people into our country."	✓	
26.	"I want to save lives that are being uselessly -- people being killed by the millions."	✓	

27.	"They sent her to negotiate peace."			✓
28.	"If you don't pay, we're not going to protect you."			✓
29.	"The most embarrassing moment in the history of our country."		✓	
30.	"I don't care what she is."	✓		
31.	"This is the most divisive presidency in the history of our country."	✓		
32.	"She has a plan to defund the police."	✓		
33.	"It's too expensive for people."		✓	
34.	"John McCain fought Obamacare for ten years."	✓		
35.	"They're building big auto plants in Mexico. In many cases owned by China."		✓	
36.	"They've had 3 1/2 years to fix the border. They've had 3 1/2 years to create jobs and all the things we talked about."		✓	

Table 2. Telos in Donald Trump Debate Arguments

No.	Sentences
1.	"If she becomes president, this country doesn't have a chance of success."
2.	"Cut taxes very substantially. And create a great economy like I did before."
3.	"It's going to make people want to be able to go and work and create jobs and create a lot of good solid money for our – for our country."
4.	"They've destroyed the economy."
5.	"She has destroyed our country with policy that's insane."
6.	"I did a great service in doing it. It took courage to do it."
7.	"What she says is an absolute lie."
8.	"It's just talk."
9.	"It doesn't matter what she says about going to Congress."
10.	"I have been a leader on IVF."
11.	"If she becomes president, this country doesn't have a chance of success."
12.	"I got more votes than any Republican in history by far."
13.	"This will be one of the greatest mistakes in history for them to allow."
14.	"They were defrauding statements."
15.	"They're fake cases."
16.	"She weaponized."
17.	"She wants to confiscate your guns."
18.	"Peacefully and patriotically."
19.	"I wasn't responsible for security. Nancy Pelosi was responsible."
20.	"I would say we would both leave this debate right now."
21.	"I got almost 75 million votes."
22.	"We have a nation in decline."
23.	"We had no problems when Trump was president."
24.	"If she's president, I believe that Israel will not exist within two years from now."
25.	"Why does Biden go in and kill the keystone pipeline and approve the single biggest deal that Russia's ever made?"
26.	"I will get it settled before I even become president."
27.	"She goes down as the worst vice president in the history of our country."
28.	"I got them to pay up."
29.	"We wouldn't have lost the soldiers."
30.	"Whatever she wants to be is okay with me."

31.	"They're destroying our economy."
32.	"That's what her plan is until just recently."
33.	"I had a choice to make... do I save it and make it as good as it can be?"
34.	"We could do much better than Obamacare. Much less money."
35.	"We'll put tariffs on those cars so they can't come into our country."
36.	"We're a failing nation."

Table 3. Kairos in Kamala Harris Debate Arguments

T : Timing		Sn : Social Norm			O : Opportunity

No.	Sentence	Kairos		
		T	Sn	O
1.	"Because here's the thing. We know that we have a shortage of homes and housing, and the cost of housing is too expensive for far too many people."			✓
2.	"What we have done is clean up Donald Trump's mess."			✓
3.	"Donald Trump has no plan for you."	✓		
4.	"The Trump administration resulted in a trade deficit, one of the highest we've ever seen."	✓		
5.	"The government and Donald Trump certainly should not be telling a woman what to do with her body."		✓	
6.	"The majority of Americans believe in a woman's right to make decisions about her own body."		✓	
7.	"I'm the only person on this stage who has prosecuted transnational criminal organizations."	✓		
8.	"Ask people who have worked with him."		✓	
9.	"Respect for the rule of law and respect for law enforcement."		✓	
10.	"What it would mean if Donald Trump were back in the White House with no guardrails."			✓
11.	"I will not ban fracking."	✓		
12.	"To stand for country. To stand for our democracy."		✓	
13.	"World leaders are laughing at Donald Trump."			✓
14.	"Israel has a right to defend itself."		✓	
15.	"These dictators and autocrats are rooting for you to be president again."			✓
16.	"You're not running against Joe Biden, you're running against me."	✓		
17.	"The alliances we have around the world are dependent on our ability to look out for our friends."			✓
18.	"I agreed with President Biden's decision to pull out of Afghanistan."	✓		
19.	"I think it's a tragedy that we have someone who wants to be president who has consistently... used race to divide the American people."	✓		
20.	"Clearly I am not Joe Biden, and I am certainly not Donald Trump."	✓		
21.	"I will never forget the early morning hours when it was up for a vote in the United States Senate."			✓
22.	"We know that it is very real."		✓	

23.	"Two very different visions for our country."	✓

Table 4. Telos in Kamala Harris Debate Arguments

No.	Sentences
1.	"I intend on extending a tax cut for those families of $6,000."
2.	"What I intend to do is build on what we know are the aspirations and the hopes of the American people."
3.	"What Goldman Sachs has said is that Donald Trump's plan would make the economy worse."
4.	"What he ended up doing is... selling American chips to China."
5.	"I pledge to you when Congress passes a bill to put back in place the protections of Roe V. Wade, I will proudly sign it into law."
6.	"I absolutely support reinstating the protections of Roe V. Wade."
7.	"A leader who engages in solutions."
8.	"His former chief of staff... has said he has contempt for the constitution."
9.	"It is important that we move forward, that we turn the page."
10.	"It's up to the American people to stop him."
11.	"My values have not changed."
12.	"The former president has been indicted and impeached for exactly that reason."
13.	"The American people deserve better."
14.	"We need a cease-fire deal and we need the hostages out."
15.	"I have my entire career and life supported Israel and the Israeli people."
16.	"Ukraine stands as an independent and free country."
17.	"The president of the United States is commander in chief."
18.	"Donald Trump negotiated one of the weakest deals you can imagine."
19.	"I think the American people want better than that."
20.	"I have a plan to give startup businesses $50,000 tax deduction."
21.	"What the Affordable Care Act has done is eliminate the ability of insurance companies to deny people with pre-existing conditions."
22.	"We have invested a trillion dollars in a clean energy economy."
23.	"Investing in small businesses... protecting seniors."

Image of kairos types that found in Donald Trump and Kamala Harris in their debates can be seen in this manuscript, as follows:
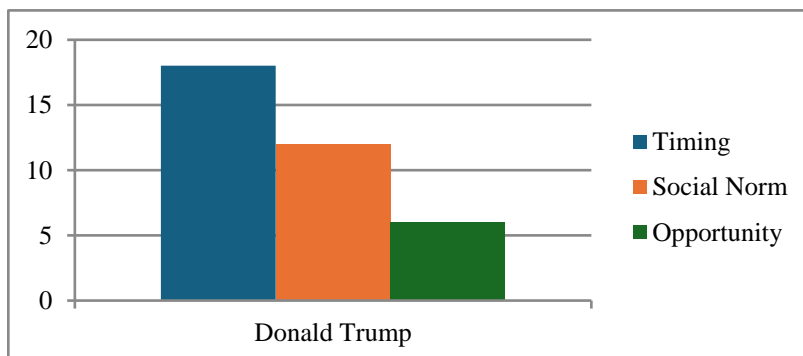
Figure 1. Diagram of the Rhetorical Appeals in Kairos Types at Donald Trump

There are 36 rhetoric devices data for kairos taken from Donald Trump. It consisted of 18 for timing, 12 for social norm, and 6 for opportunity. To the most dominant rhetoric devices for kairos in this debate arguments was timing which means that Donald Trump likes to use strategies that emphasize the relevance and urgency of current issues in his arguments. Apart from that, he also creates a sense of connection with the voters and increases the likelihood that they will engage emotionally with his arguments. Next, Trump uses social norm to strengthen his connection with the voters and enhance the emotional resonance of his message. Then he used the opportunity to employ specific moments to highlight contradictions and sway public opinion in his debate arguments.
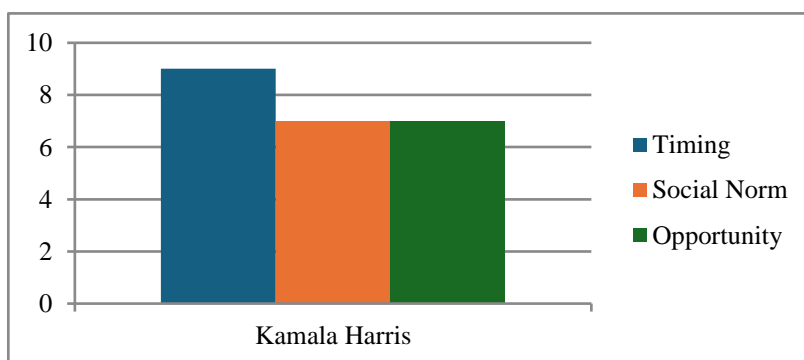

Figure 2. Diagram of the Rhetorical Appeals in Kairos Types at Kamala Harris

There are 23 rhetoric devices data taken from Kamala Harris. It consisted of 9 for timing, 7 for social norm and opportunity. To the most dominant rhetoric devices for kairos in this debate arguments was timing which mean Kamala Harris with her 23 pieces of data she has, the most dominant one she uses is timing , which means that Harris also likes to use strategies that emphasize the relevance and urgency of current issues in her arguments. Harris has the same percentage in using social norm and opportunity namely in 30.4 % where she used social norm balance with opportunity components in kairos of rhetoric appeals.
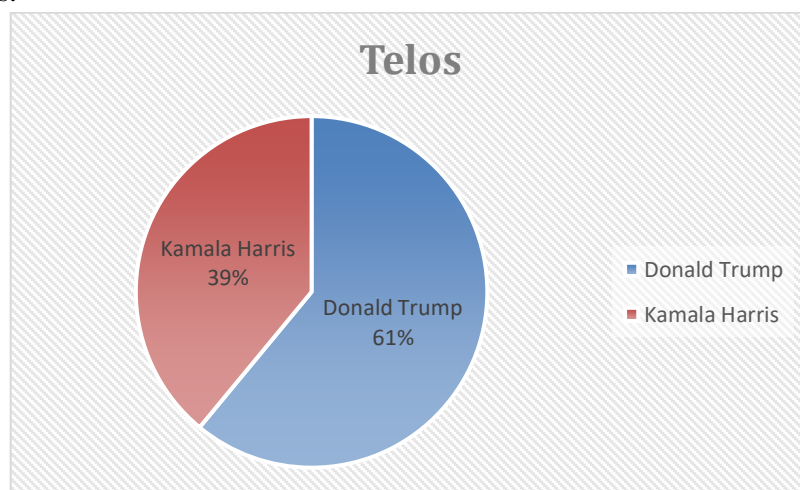
Figure 3. Diagram of the Rhetorical Appeals in Telos Types at Donald Trump and Kamala Harris

In examining the rhetorical appeals of Donald Trump and Kamala Harris, a key distinction lies in their use of telos, or purpose. Trump's rhetoric emphasizes national strength and security, aiming to instill confidence in voters regarding economic prosperity and America's global position. He utilizes his data to frame his policies as vital for maintaining a robust national identity, appealing to his audience's desire for safety and stability. Conversely, Harris focuses on social justice, equity, and inclusivity in her arguments. Her telos seeks to inspire hope and collective action, targeting individuals who prioritize systemic change and civil rights. By advocating for marginalized communities, she emphasizes the importance of unity and progress, presenting her policies as pathways to a more equitable society. This contrast in their rhetorical strategies highlights how each politician appeals to different values and priorities among their supporters.

CONCLUSION

This study used Aristotle's framework to analyze rhetorical devices in the 2024 U.S. presidential candidates' debate between Donald Trump and Kamala Harris, focusing specifically on kairos and telos. The findings revealed two rhetorical elements: kairos, and telos. Within kairos, the dominant proof in Trump's arguments was timing consist 18 across 36 his debate's arguments, emphasizing issue urgency, while Harris similarly relied on timing to highlight relevance 9 across 27 her debates's arguments. Telos, defined by purpose, also played a notable role but was less emphasized overall. This research underscores the importance of understanding rhetorical devices, particularly for literature students and future researchers. However, since the study is limited to prseidential's debate, further research could explore Aristotle's framework across different cultures and media formats. Additionally, future studies could build on this study by analyzing other debate or speech. Expanding the scope of rhetorical analysis to diverse contexts, such as criticism or requests, and exploring beyond Aristotle's framework are recommended for future studies. This work aims to provide valuable insights for those interested in rhetorical studies in political discourse.

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