

# Réalisations discursives de l'ethos de crédibilité – analyse synchronique et diachronique -

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*In order to build a political ethos discursively the speaker must resort to certain discursive strategies. This study will analyze the way each candidate uses a credibility ethos as a means to persuade the target audience, i.e. the electorate. It will investigate, both synchronically and diachronically, the various forms of the discursive ethos illustrated by political speeches from the 2017 electoral campaign in France, as well as from the 2012 and 2007 campaigns. The article starts from the question: which would be the results of a diachronic analysis as compared to a synchronic one?*

Keywords: *ethos, ethos of credibility, synchronous study, diachronic study*

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